

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

### Strategic Management I (5EN2046)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master in General Management</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3
<b>Master of Arts en innovation, orientation Innovation et société</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3
<b>Master of Law en innovation</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

#### Période d'enseignement:

- Semestre Automne

#### Equipe enseignante

Chargé d'enseignement : Dr. Umair Khan Institute of Management, Rue A.-L. Breguet 2, CH-2000 NEUCHATEL email: [umair.khan@unine.ch](mailto:umair.khan@unine.ch) Phone : +41 (0)32 718 19 93 Office R.167: available by appointment

#### Contenu

The course will cover the following topics:

Introduction to strategy  
Environment  
External analysis  
Internal analysis  
Business Strategy

#### Forme de l'évaluation

Students are evaluated for both their group & individual performance

Students are evaluated for:

- Group work (presentations+ written report) - (40%)
- In-class participation - (10%)
- Written exam (2hrs) - (50%)

#### Modalités de rattrapage

Retake : In case of a failure/insufficient grade average students have to take a two hour written exam during the exam session accounting for 100% of the final grade. Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the students are in a situation of fraud and the unauthorised will be removed. The exam would be deemed as failed.

The final exam will be worth 100% of the final grade.

#### Documentation

Slides and articles provided by Professor in class

#### Pré-requis

None

#### Forme de l'enseignement

The classes are a mixture between lectures, articles and group presentations

#### Objectifs d'apprentissage

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

### **Strategic Management I (5EN2046)**

Au terme de la formation l'étudiant-e doit être capable de :

- Develop the concept of strategy "and what it is not"
- Explore the tools to assess industries
- Identify organizational resources and capabilities and how these relate to strategies of organization.
- Identify the most important elements of the broad environment
- Analyse business strategy in terms of generic strategies of cost leadership, differentiation, focus and hybrid strategy.

#### **Compétences transférables**

- Examine business environment
- Develop Analytical thinking
- Formulate Strategies
- Develop Understanding of strategy