

- Faculté des sciences économiques
- www.unine.ch/seco

Strategic Management (5EN1025)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Bachelor en sciences économiques, orientation durabilité	Cours: 4 ph	Voir ci-dessous	6
Bachelor en sciences économiques, orientation économie	Cours: 4 ph	Voir ci-dessous	6
Bachelor en sciences économiques, orientation management	Cours: 4 ph	Voir ci-dessous	6
Bachelor of Science en management et sport	Cours: 4 ph	Voir ci-dessous	6
Pilier B A - management	Cours: 4 ph	Voir ci-dessous	6

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

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

Professor Claudia Jonczyk Sédès and tbd

Teaching Assistant: Julian Held

Institute of Management
A.-L. Breguet 2
CH-2000 Neuchâtel
claudia.jonczyk@unine.ch
Phone: +41 32 718 1470

julian.held@unine.ch
Phone: +41 32 718 19 32

Contenu

The course is built around four themes:

1. Introduction to strategic management
2. Strategic analysis: Competitive analysis, resources and competences
3. Strategic choices: Business strategy, corporate strategy, strategic options (alliances, mergers and acquisitions, diversification, internationalisation)
4. Strategy implementation: Managing change, linking strategy, structure and culture, Blue Ocean Strategy

Forme de l'évaluation

Case submissions: 10% (group work)
Strategic company assessment: 30% (group work)
Final exam during the exam session: 60%

Final exam: The presence based final exam will be a closed-book exam lasting 120 minutes during the exam session. Physical dictionaries provided for consultation by the university are allowed. Neither documents nor connected devices are permitted during the exam. In case of violation of these rules, the exam will be deemed as failed.

In case of an online based exam session, the exam will be in an open book format lasting 120 minutes during the exam session. Physical dictionaries are allowed. Class documents will be allowed, yet any exchanges with third parties are forbidden.

Modalités de rattrapage

In case of a failure/insufficient grade, students have to take a written re-sit exam for which the same evaluation mode applies as for the exam.

Documentation

The main textbook used for this class is:

- Faculté des sciences économiques
- www.unine.ch/seco

Strategic Management (5EN1025)

Whittington, Angwin, Regner, Johnson & Scholes, Exploring Strategy, Pearson, 12th edition, 2019.

Students may also find recommendations for session specific articles on Moodle.

Additional bibliography:

Kim W.C., Mauborgne R., Blue Ocean Strategy, Harvard Business School Press, 2005.

Pré-requis

Students must have passed the 1st year Management class. Strategic Management cannot be taken in parallel with the Management class.

Forme de l'enseignement

This class consists of a mixture of lectures, case discussions, exercises and presentations. Students are expected to come to class having read the cases and are expected to participate.

Objectifs d'apprentissage

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

- Identify and extract information from publicly available sources
- Synthesise and evaluate the key findings of an article/a chapter on aspects of strategic management
- Explore different strategic options and their consequences
- Demonstrate a working knowledge of strategy concepts and strategic analysis
- Discuss how the social, political, economic and competitive environment impact firms' development, performance and survival
- Evaluate and recommend options for strategic decisions companies face
- Apply analytical frameworks to analyze the strategic challenges and choices of a selected company
- Present and defend the strategic analysis of a selected company

Compétences transférables

- Discuss complex issues and interactions
- Manage a group project
- Apply knowledge to new situations
- Carry out critical and evidence-based analyses
- Communicate results in writing
- Present results orally