

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

International Strategy (5EN2027)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 4 ph	Voir ci-dessous	6
Master in General Management	Cours: 4 ph	Voir ci-dessous	6
Master of Science en innovation	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 Automne

Equipe enseignante

Professor Claudia Jonczyk Sédès, Teaching Assistant: Vera Drobilko

Institute of Management
A.-L. Breguet 2
CH-2000 Neuchâtel
claudia.jonczyk@unine.ch
Phone: +41 32 718 1470
vera.drobilko@unine.ch
Phone: +41 32 718 1465

Contenu

- 1 - Differences across countries: The impact on management practices
- 2 - Key success factors for successful international expansion
- 3 - Location decisions
- 4 - Deciding on modes of market entry
- 5 - Learning from internationalization
- 6 - Organizing the international firm: Headquarter - subsidiary relationships
- 7 - Generic international strategies
- 8 - Strategy implementation in China
- 9 - Expatriates managing in an international environment and managing expatriates
- 10 - Managing political risks in a changing geopolitical landscape

Forme de l'évaluation

In-class participation: 15%
Mid-term: 35%
Group project: 35%
Strategy implementation in the East simulation: 15%

Students are required to adhere to the AI policy specified for this class.

Modalités de rattrapage

In case of a failure/insufficient grade students have to pass an individual 2h written closed book exam during the exam session that demonstrates their understanding of the topics covered in class. This exam will account for 100% of the grade. Neither documents nor connected devices are permitted during the exam. In case of violation of these rules, the exam will be deemed as failed.

Documentation

1. Ghemawat, Pankaj. Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter. Boston, MA: Harvard Business School Press, 2007.
2. Collis, David. International Strategy, Wiley, 2014.

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

Pré-requis

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

International Strategy (5EN2027)

Students need to have completed a Strategic Management/Strategy class prior to starting this class. This course takes for granted that they are familiar with general strategy concepts such as strategic positioning, competitive advantage, resource based view, organisational core competencies, blue ocean strategy, diversification etc.

Forme de l'enseignement

The class consists of a mixture of lectures, case discussions, exercises, a simulation, group presentations and short guest speakers talks. Students are expected to come to class having read the assigned case and are expected to participate.

Objectifs d'apprentissage

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

- Evaluate and recommend options for strategic decisions companies face in their international operations
- Explore different strategic options for international challenges and their consequences
- Describe how the international social, political, economic and competitive environment impacts firms' development, performance and survival
- Demonstrate a working knowledge of international strategy concepts and strategic analysis of international business cases
- Present the analysis of a selected international business issue a company is facing
- Synthesise and evaluate the key findings of articles on selected aspects of international strategic management
- Apply analytical frameworks to analyze the strategic challenges and choices of companies in an international context
- Identify and extract information from publicly available sources

Compétences transférables

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