

- Faculté des sciences économiques
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Strategic Management (5EN2038)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master in General Management	Cours: 4 ph	Voir ci-dessous	6
Master of Arts en innovation, orientation Innovation et société	Cours: 4 ph	Voir ci-dessous	6
Master of Law 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 Printemps

Equipe enseignante

Professor Claudia Jonczyk Sédès and Dr. Sam Chen

Teaching Assistant: Vera Drobilko

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Contenu

The course is built around four themes:

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

Forme de l'évaluation

- Group work with presentation: 20%
- Strategy simulation: 20%
- Final exam: 50%
- Participation: 10 %

The exam will be a closed-book exam. Neither documents nor connected devices are permitted during the exam. In case of violation of these rules, the exam will be deemed as failed.

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 final exam.

Documentation

The main textbook used for this class is:
Whittington, Angwin, Regner, Johnson & Scholes, Exploring Strategy, Pearson, 13th edition, 2023.
Students may also use the 12th edition of this title, yet not any earlier ones.

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

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Additional bibliography:

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

Pré-requis

There are no prerequisites for this class.

Forme de l'enseignement

The class consists of a mixture of lectures, case discussions, exercises, presentations and a simulation. Students are expected to come to class having read the case and required book chapter and are expected to participate.

Objectifs d'apprentissage

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

- Explore different strategic options and their consequences
- Evaluate and recommend options for strategic decisions companies face
- Describe how the social, political, economic and competitive environment impact firms' development, performance and survival
- Demonstrate a working knowledge of strategy concepts and strategic analysis
- Present the links between strategy frameworks and companies practices.
- Apply analytical frameworks to analyze the strategic challenges and choices of a selected company
- Identify and extract information from publicly available sources

Compétences transférables

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