Learning objectives

The course aims at introducing students to the firms’ strategy, its overall organization and the management of its main activities.

Contents

The course covers various issues concerning company management: the analysis of the competitive environment, the firm resources and competencies, the business model, the competitive strategies, the marketing and management of production activities.

Detailed program

The firm and its competitive environment
The firm resources and capabilities
The business model
Strategic planning and execution
Competitive strategies in international markets
Organization and human resource management
Marketing
Prerequisites

Teaching methods

Lectures

Assessment methods

Oral exam.

At the of the course students can taken a written exam

Textbooks and Reading Materials

Reading Package. Market-Driven Management. Create McGraw-Hill Education


