



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Competitive Strategy

2021-1-F7702M070-F7702M104M

Learning area

Learning objectives

The course of Strategic Management introduces students to the analytical tools required to understand firm behaviour and strategic interaction in different markets. The course studies competitive strategies and entrepreneurship with a particular attention to global market and ____

- 1) Competitive Strategy
- 2) Innovation Management and Entrepreneurship

Competitive Strategy

At the end of the first module students will acquire the core concepts and analytical tools needed to understand the competitive environment and to thrive in global markets.

Contents

The program of the first module offers an overview of firm market strategies, by providing students with the analytical tools needed to understand competitive strategies, corporate strategy and international business

strategies.

Detailed program

Module I - Competitive Strategy

1. Introduction to competitive strategy
2. Business model and strategy
3. Strategic behavior and competitors' profiling
4. Market analysis and firm's competences
5. Entrepreneurial strategy and competitive dynamics
6. Vertical integration and diversification strategies
7. Globalization and international trade
8. International business: exportation, foreign direct investment and inter-firm alliances

Prerequisites

none

Teaching methods

Lectures, group discussion and case studies

Assessment methods

Class participation, case submission and final written exam

Textbooks and Reading Materials

Reading package

Torrise, S. (2019). *Strategic Management. Selection of Readings*. Laurea Magistrale in Marketing e Mercati Globali – Indirizzo Marketing Globale. McGraw-Hill Education Create, chapters 1-7.

Additional reading material

Barney J.B. 2001. Resource-based theories of competitive advantage: A ten year retrospective on the resource-based view. *Journal of Management*, 27: 643–650.

Besanko D., Dranove D. 2017., Shanley M. *Economics of Strategy*, Wiley, Hoboken, NJ, chapters 5, 6.

Ghemawat P. 2010. *Strategy and the Business Landscape*. Pearson International Edition, London, chapters 4 , 5.

M. E. Porter. 1996. What is Strategy. *Harvard Business Review*. November-December, 61-78.

Zott, C. and Amit, R. 2010. Business Model Design: An Activity Based Perspective, *Long Range Planning*. 43(2-3): 216-226.

Additional material for the discussion of cases will be made available on the e-learning platform.
