UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

The Corporate Strategic Analysis in a Competitive Environment

2122-2-F5602M021

Learning objectives

Knowledge and understanding
Corporate strategy learning offers students a methodological approach to strategic analysis which will enable them to understand its practical implementation and to analyse their own achievements through examples of business situations,
Ability to apply knowledge and understanding
The course helps students to develop adequate analysis skills to better understand and estimate different business strategies concerning:
- Assets/liabilities statement and profit/loss accounting
- Available resources
- Products and markets competitive perspectives.

Ability to inform judgments
The course stimulates independent judgment thanks to a pragmatic approach based on individual and group appraisal of the successful and unsuccessful business strategies under scrutiny.

Contents

Detailed information will be provided at the beginning of the academic year.

Detailed program

Detailed information will be provided at the beginning of the academic year.

Prerequisites

Detailed information will be provided at the beginning of the academic year.

Teaching methods

Classes will be held in presence and according to the rules the University will set for the a.y. 2021-22.

Assessment methods

Detailed information will be provided at the beginning of the academic year.

Textbooks and Reading Materials

Detailed information will be provided at the beginning of the academic year.

Semester

II semester

Teaching language

English