



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Strategie per la Creazione di Valore (blended)

2122-2-F6302N005

Learning objectives

Knowledge and understanding

The course aims to develop participants' ability to contribute to the strategic management of large and medium-sized services companies conceived as dynamic and complex

Systems.

Applying knowledge and understanding

Developing approaches and methods for elaboration, assessment and management used in the development of corporate strategy of growth that create value by service companies.

Contents

The course will allow participants to learn about the contents of the corporate strategy , recognizing the systemic nature of the choices of corporate strategy , learning to single out the most important relationships between variables , internal and external to the company , applying some tools of analysis and diagnosis applicable to problems corporate strategy by identifying the growth paths of the most profitable companies , assessing the appropriate action to achieve business transformation processes .

The course makes use of interactive teaching methods, business game and discussion of cases as well as

moments of rationalization based on traditional lectures.

The course is offered adopting a blended learning formula. This means that some sessions (40%) focus on the topic adopting a strategic perspective and a series of activities to be done on e-learning platform either individually and/or in teams.

Detailed program

Introduction to Corporate strategy:

From competitive advantage to corporate advantage.

Corporate strategy: the relevant decisions .

The matrices of the portfolio.

Identification and assessment of a company's corporate resources .

The diversified growth .

The strategies of vertical growth

Strategies for international growth

The strategies in the markets with demand -side Increasing returns

Corporate Strategy and organizational variables .

The roles of the corporate headquarters .

Corporate strategy and capital markets .

Business transformation and turnaround strategies

Prerequisites

Fairly good skills in learning, writing and speaking, together with a general knowledge about economic processes.

Elements of management and competitive strategy.

Teaching methods

Lectures, case discussion classes and business game.

Assessment methods

Written exam

ATTENDING STUDENTS

Activity	Points
Business Game	40
Case/topic analysis	40
Quiz (Individual exam)	10
Peer to Peer Evaluation	10
Punteggio totale	100

Business game. Course participants will have to manage the growth process of a simulated company by participating in a business game.

Textbooks and Reading Materials

For attending students

- Phanish Puranam and Bart Vanneste, *Corporate Strategy: Tools for Analysis and Decision-Making*, Cambridge University Press, 2016
- Materials available on elearning platform

For non attending students

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 - Tidd, Joe and John Bessant, *Managing Innovation: Integrating Technological, Market and Organizational Change*, 6th Edition, Wiley, May 2018
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