



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Strategic Analysis

2122-1-F7702M032-F7702M113M

Learning objectives

At the end of this module students will acquire the core concepts and analytical tools needed to elaborate and execute firm strategies in global markets.

Contents

This module is organized in two parts. The first part offers an overview of firm market strategies, by providing students with advanced analytical tools needed to understand competitive strategies and corporate strategies in global markets. In the second part of the module students will be involved in the analysis and discussion of special topics that are at the core of the modern firm strategy.

Detailed program

1. Competitive strategies
 2. Strategic behavior and competitors' profiling
 3. Market analysis and firm's competences
-

5. Globalization and international trade
6. International business: exportation, foreign direct investment and inter-firm alliances
7. Innovation management
8. Special Topics:
 - 8.1. Origin and performance of new ventures
 - 8.2. Competitive dynamics
 - 8.3. Firm growth: M&A and strategic alliances
 - 8.4. The digital transformation of firms

Prerequisites

none

Teaching methods

Lectures, case studies, group work

Assessment methods

Class participation, case study discussion, group work, final oral exam

Textbooks and Reading Materials

Reading package

Torrìsi, S. (2019). *Strategic Management. Selection of Readings*. Laurea Magistrale in Marketing e Mercati Globali. McGraw-Hill Education Create (Chapters 1-9).

Additional required reading material

Besanko D., Dranove D. 2017., Shanley M. Economics of Strategy, Wiley, Hoboken, NJ, chapters 3, 4.

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

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.

Semester

II semester

Teaching language

English
