UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Competitive Strategy

2425-1-F7702M070-F7702M104M

Learning area

Learning objectives

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

Contents

The program of thist 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

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 models

Prerequisites

none

Teaching methods

Lectures, group discussion and case studies

Assessment methods

Class participation, case submission and final oral exam

Textbooks and Reading Materials

Reading package

Torrisi, S. (2022). Strategic Management. Selection of Readings. McGraw-Hill Education Create.
(Module I: chapters 1-7; Module II: chapters 8-18).

**Additional (mandatory) 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., Shanley M., Shaefer, S. 2016., Economics of Strategy, Wiley, Hoboken, NJ, VII edition, chapters 3, 4.

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.

Sustainable Development Goals

QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE