



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Competitive Strategy

2425-1-F7702M070-F7702M104M

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#### 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 this 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**

Torrise, 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

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