UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Strategic Analysis - 1

2425-1-F7701M101-F7701M105M-T1

Learning objectives

This course is aimed at introducing the core concepts of the business strategy. Throughout the course students acquire competences and skills to analyse in an effective and critical way the core concepts of business strategy and to apply them within firms strategic planning processes.

Contents

Starting from the origin and the evolution of the business strategy, the course will be focused on the definition and the comprehension of the business strategy's core concept: the value model of the firm. In details, the course will focus on the main steps of the complex strategic planning process: 1) analysis of the business model of the firm and of its external environment; 2) strategy formulation, 3) identification of the main strategic actions 4) writing of a strategic plan.

Detailed program

- The strategic management of firms

- Business Model: structure, performance and results

- Competitive environment analysis

- Business areas and positioning choices

- The competitive advantage

- Resources, organization, governance

- The environment evolution

- Key issues, assumptions and strategic options

- Strategy formulation: the vision

- Portfolio strategy

- Business strategy

- Parenting strategy

- From strategy formulation to strategic plan

Prerequisites

Business economics basic competences.

Teaching methods

Class lessons.

Assessment methods

Oral examination. The examination consists of questions aimed at evaluating the students's capability of analyzing in a critical, personal and effective way the concepts studied during the course classes. The evaluation is based on a 30-point scale. The examination procedure is the same for both attending and non attending students.

Textbooks and Reading Materials

Beretta Zanoni A., Vernizzi S., Strategia e Piano Aziendale, EGEA, Milano 2020

Semester

Second semester (March - June).

Teaching language

Italian.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION