UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Strategic Analysis - 2

2425-1-F7701M101-F7701M105M-T2

Learning objectives

The aim of the course is to provide the necessary tools to understand the choice and implementation of competitive and social strategies in companies.

At the end of the course, the student must demonstrate that he has acquired the fundamental principles and the typical language of the company strategy.

Contents

The course focuses on the study of issues related to the strategy: the company's strategic governance system, the company strategic formula, the system of corporate strategies, the strategy of the value.

Detailed program

Part One: Company strategy and governance.

- I. Business success and strategy.

- II. The strategic formula of the company.

Part Two: The system of business strategies.

- III. Business strategy.

- IV. The multi-business strategy.

- V. The financial strategy.

- VI. Social strategy.

Appendix: strategic analysis tools

Prerequisites

/

Teaching methods

Frontal lessons.

Assessment methods

With or without a company case report:

1. Report on a practical business case (vote awarded up to 30/30) + oral examination of the whole program (3 open 10-point questions testing the student's ability to argue, score awarded up to 30/30 with honors). Final mark: average between written test score and oral exam mark.

2. Without a report on a practical business case: oral test on the entire programme (6 open 5-point questions testing the student's ability to argue; grade awarded up to 30/30 with honors).

There are no intermediate tests.

Textbooks and Reading Materials

Michele Galeotti, Stefano Garzella

GOVERNO STRATEGICO DELL' AZIENDA

Estratto

Giappichelli Editore

from chapter 1 to chapter 6 + Appendix

Semester

Second semester

Teaching language

Italian

Sustainable Development Goals