



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Strategia e Politica Aziendale

2627-3-E1805M017-E1805M017-1

Learning objectives

The course aims to provide an in-depth understanding of the role of business strategy in a company's success. Students will acquire useful tools for analysing the competitive environment and the relevant sector, defining the company's strategic positioning, developing and applying concepts of competitive advantage, distinctive resources and capabilities, and translating strategy into operational actions and monitoring tools.

Contents

Detailed program

Prerequisites

Basic concepts of business administration and management, which can be acquired by attending the relevant modules in the first year of the degree programme.

Teaching methods

12 hours of face-to-face lessons

24 hours of interactive distant learning activities, which may include (a)synchronous lessons.

Assessment methods

Textbooks and Reading Materials

Semester

First semester

Teaching language

Italiano

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE
