



Denominazione/Name	BUSINESS STRATEGY
Moduli componenti/Course unit	
Settore scientifico-disciplinare /Academic discipline	SECS-P07
Anno di corso e semestre di erogazione / Academic year and semester	3rd year, 2nd semester
Lingua di insegnamento / Teaching language	English
Carico didattico in crediti formativi universitari / CFU	6
Numero di ore di attività didattica frontale / N. hours	36
Docenti / Instructors	Antonello Garzoni (section I); Francesca Grippa (section II and III)
Risultati di apprendimento specifici /Expected Learning Outcomes	<p>The course aims to develop the skills of analysis, diagnosis and solution of the strategy problems of industrial and service companies.</p> <p>At the end of the course, the student will have acquired the basic knowledge aimed at analyzing, interpreting and proposing solutions regarding the main strategic business problems. In particular, the student will acquire knowledge regarding the elements concerning: the concept of strategy, the analysis of the structure of the industry, the resource-based view of the firm, the formation of the competitive advantage and competitive strategies; the role of corporate strategies, innovation strategies and competitive dynamics.</p> <p>Through the theoretical knowledge acquired, the student will be able to apply the knowledge acquired to the specific situations being analyzed. The course allows students to apply knowledge to formulate strategic plans for business change, industry analysis aimed at assessing the attractiveness of businesses and formulating innovative and sustainable competitive positioning projects.</p> <p>At the end of the course the student will be able to independently make judgments regarding the choices of strategy and sustainability of the competitive advantage of specific business realities. The student will also be able to analyze and interpret the main dynamics taking place within an industry.</p> <p>The student will develop communication skills related to the presentation of strategic analysis models.</p>
Programma / Course Syllabus	<p>The course mainly deals with strategic management issues at the "business area" level (business strategy). The program is divided into three sections.</p> <p>The first section (basic concepts of strategy) defines the concept of strategy and the application levels of strategic choices (corporate vs. business strategy). The main elements of a successful business formula are also identified, clarifying the relationships between strategy and results (competitive, economic, social).</p> <p>The second section (strategic analysis tools at business level) focuses on the analysis of the ways in which companies can be successful in individual business areas: the analysis of the industry structure, the analysis of strategic groups, the formation of the competitive advantage (cost, differentiation) the choices of focus and the evaluation of the competitive sphere.</p> <p>The third section (sustainability of the competitive advantage and competitive dynamics) analyzes the role of resources and skills in the sustainability of the competitive advantage and in the processes of strategic innovation, defines the first-mover advantage and describes the main dynamics of comparison within the sectors, through the use of a business simulation.</p>
Tipologie di attività didattiche previste e	The teaching activities are structured in face-to-face lessons. The teaching method is based on the combination of theoretical arguments with exercises and case studies in order to obtain a full



relative modalità di svolgimento / Course Structure	understanding of the topics covered by this course. In the third module a business game simulation is provided in order to let the students be aware of the effects of the main strategic choices. Face to face hours: 36
Metodi e criteri di valutazione dell'apprendimento / Evaluation Methods	Oral exam. The oral exam consists of open questions on the whole program. In the oral test, students must demonstrate knowledge and understanding of the main strategic analysis models addressed during the course and in particular: business strategy concept, the business system, the levels of the strategy, the declination of the business results in the various components (competitive, economic-financial, social), industry analysis, strategic groupings, competitive advantage in terms of cost and differentiation, activity-resources-system skills applied to the sustainability of the competitive advantage, to interpret strategic innovation models and to know how to evaluate industry change models and dynamics between competitive actors. Students are also required to demonstrate, with analytical skills and independent judgment, to apply analysis models and theoretical notions to business examples, in order to master the contents in a not only theoretical way.
Criteri di misurazione dell'apprendimento e di attribuzione del voto finale / Assessment Methods	The evaluation is expressed in 30 out of 30s and takes into account the clarity of explanation and the ownership of language demonstrated. Laude (31) can be attributed to those who demonstrate excellence in understanding theoretical notions and who demonstrate a full application capacity of these notions to specific and concrete business cases and business situations.
Propedeuticità/ Prerequisites	No prerequisites. In order to make effective participation in the course, it's necessary that the student possesses a propensity aimed at getting to know the conceptual tools necessary to deal with the rigorous method and with a critical spirit the complex and dynamic reality of companies.
Materiale didattico utilizzato e materiale didattico consigliato / Teaching and didactic material	Attending students: R. GRANT, Contemporary Strategy Analysis and Cases: Text and Cases, Wiley, 9th edition (chapter 1, 2, 3, 4, 5, 6, 7, 8, 13) The Food Truck Challenge." Harvard Business Publishing - Online Exercise. 7201-HTM-ENG Supplementary teaching materials provided by the professors, such as slides and notes. Non-attending students: R. GRANT, Contemporary Strategy Analysis and Cases: Text and Cases, Wiley, 9th edition (all book)