



DOCENTE: Prof. Gerardo Bosco	
TITOLO DELL'INSEGNAMENTO: Planning and Strategic Management (in lingua inglese)	CFU: 6
SSD: SECS /P08 Economia e Gestione delle Imprese	ANNO ACCADEMICO: 2019/2020
CORSO DI LAUREA: Management delle tecnologie, innovazione e sostenibilità	SEMESTRE: Primo

OBIETTIVI FORMATIVI

At the end of the course, students will have to know the theoretical schemes and the techniques needed to plan and take optimal strategic decisions. The added value will be identified as capabilities to formulation of effective strategies and to implement performance control systems.

Students will be able to understand and analyze the typical problems of management, to analyze the internal and external environment, to evaluate the internal resources, capabilities and processes to develop a consistency competitive advantage.

PREREQUISITI E PROPEDEUTICITA'

None.

PROGRAMMA DEL CORSO

PART I THE CONCEPT OF STRATEGY

PART II THE TOOLS OF STRATEGY ANALYSIS:

- Goals, Values, and Performance
- Industry Analysis: The Fundamentals
- Further Topics in Industry and Competitive Analysis
- Analyzing Resources and Capabilities
- Organization Structure and Management Systems: The Fundamentals of Strategy Implementation
- Process management

PART III BUSINESS STRATEGY AND THE QUEST FOR COMPETITIVE ADVANTAGE:

- The Sources and Dimensions of Competitive Advantage
- Industry Evolution and Strategic Change



- Technology-based Industries and the Management of Innovation
- Competitive Advantage in Mature Industries
- Supply Chain Strategies

PART IV CORPORATE STRATEGY

- Vertical Integration and the Scope of the Firm
- Global Strategy and the Multinational Corporation
- Diversification Strategy
- Implementing Corporate Strategy: Managing the Multi-business Firm
- External Growth Strategies: Mergers, Acquisitions, and Alliances

TESTI DI RIFERIMENTO

Grant R., Contemporary strategy analysis, Nona edizione, Wiley.

Ulteriori materiali didattici (slides, articoli scientifici e casi di studio) saranno forniti durante le lezioni.

METODO DIDATTICO

The course will be delivered through a series of lectures, case study presentations and group projects work.

MODALITA' DI FREQUENZA

Recommended.

METODI DI VALUTAZIONE

Written exams. The oral exam is optional.

LINGUA DI INSEGNAMENTO

English.



ORARIO, AULA E DATA INIZIO DELLE LEZIONI

Monday: 2pm – 4pm, room 11

Tuesday: 4pm – 6pm, room 6B

Wednesday: 4pm – 6pm, room 9A
(Prof.ssa Beatrice Valente Covino)

RICEVIMENTO STUDENTI E CONTATTI
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It is possible to speak with the Professor at the end of each lesson.
Request by email will be preferred, with the specification of argument.

ESAMI

1° periodo

January 7th 2020

February 3rd 2020

2° periodo

June 9th 2020

July 6th 2020

3° periodo

September 14th 2020

1° periodo straordinario

April 28th 2020

2° periodo straordinario

October 27th 2020

Check on INFOSTUD.