COURSE DETAIL

BUSINESS STRATEGY
Country Italy
Host Institution University of Bologna
Program(s) University of Bologna
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 150
UCEAP Course Suffix
UCEAP Official Title BUSINESS STRATEGY
UCEAP Transcript Title BUSINESS STRATEGY
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

At the end of the course students can manage strategic issues at the business level. Business definition, critical factor of success, competitive analysis, internal resources, and strategic positions are discussed to define strategy in markets that can have different degrees of maturity and technology innovation. The course discusses topics including the definition of business models, the story of business strategy, goals and performance, the competitive environment, beyond industries, internal analysis, business strategy and competitive advantage, competitive dynamics, growth strategies, strategic alliances, innovative strategies, and strategy and social values. The course employs different teaching methods including lectures, team-based exercises, and case discussions.

Language(s) of Instruction
English

Host Institution Course Number
48142

Host Institution Course Title
BUSINESS STRATEGY

Host Institution Course Details
https://www.unibo.it/en/teaching/course-unit-catalogue/course-unit/2021/406501

Host Institution Campus
BOLOGNA

Host Institution Faculty

Host Institution Degree
LT in BUSINESS AND ECONOMICS

Host Institution Department

Management

Course Last Reviewed
2021-2022

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