

# 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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