

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 Campus

BOLOGNA

Host Institution Faculty

Host Institution Degree

LT in BUSINESS AND ECONOMICS

Host Institution Department

Management

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