COURSE DETAIL

BUSINESS STRATEGY
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 142
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

The focus of this course is on how managers can enhance and sustain superior business performance by making sound strategic decisions. The course covers analytical and conceptual models that help in the development of business strategy. The course is designed to expose students to fundamental and advanced topics in business strategy and enable them to analyze business situations from the point of view of the practicing general manager. General managers engage in identifying opportunities and threats in the competitive environment, developing and allocating critical resources, and interacting with competitors. They also identify opportunities for forming strategic alliances and plan how to create and capture value from alliances, especially when collaborating with competitors. The course also studies how managers should negotiate alliance agreements and manage the firm's alliance portfolio. The course recommends students have prior knowledge in functional areas of economics, marketing, finance, and operations management as a prerequisite.

Language(s) of Instruction
English

Host Institution Course Number
30012

Host Institution Course Title
BUSINESS STRATEGY

Host Institution Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30012&anno=2023

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree
Host Institution Department Management and Technology
Course Last Reviewed 2022-2023

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