

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 Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Technology

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