

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)

Economics Business Administration

UCEAP Course Number

153

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

This course is part of the Laurea Magistrale degree program and is intended for advanced level students. Enrolment is by permission of the instructor. This course explores the prominent concepts and theories of competitive and corporate strategy. The study of the core elements of strategic management is combined with the development of the skillset to apply strategy models and tools to case studies from different industries, such as finance and banking arena, including the emergent fintech and digital companies. Students develop their collaborative skills in a role game as consultants to advise the management of a corporation. At the end of the module, students develop an understanding of the most relevant models of company competitive analysis and strategy and are able to identify key factors for organizational performance. Students learn how to set up necessary actions to attain organizational goals in international markets.

Language(s) of Instruction

English

Host Institution Course Number

99177

Host Institution Course Title

BUSINESS STRATEGY

Host Institution Course Details

<https://www.unibo.it/en/teaching/course-unit-catalogue/course-unit/2023/479874>

Host Institution Campus

BOLOGNA

Host Institution Faculty

Host Institution Degree

LM in LAW, ECONOMICS AND GOVERNANCE

Host Institution Department

Sociology and Business Law

Course Last Reviewed

2023-2024

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