

# 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 Campus

BOLOGNA

### Host Institution Faculty

### Host Institution Degree

LM in LAW, ECONOMICS AND GOVERNANCE

### Host Institution Department

Sociology and Business Law

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