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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