COURSE DETAIL

STRATEGIC MANAGEMENT FOR SMALL AND MEDIUM ENTERPRISES
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 139
UCEAP Course Suffix
UCEAP Official Title STRATEGIC MANAGEMENT FOR SMALL AND MEDIUM ENTERPRISES
UCEAP Transcript Title MGMT SM&MED ETRPRIS
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course covers key features and key processes of strategic management of small and medium enterprises (SMEs), about main characteristics of SMEs, including those owned and run by families (small and medium family businesses), and about factors and decisions impacting SMEs' sustainable competitive advantage. Through multiple cases, examples and guest speakers sessions, students develop a comprehensive knowledge about strategic decision making for small or medium businesses, with a focus on international and digital growth strategies. Prerequisites: prior knowledge of key concepts, terminology and frameworks of general management.

Language(s) of Instruction
English

Host Institution Course Number
30213

Host Institution Course Title
STRATEGIC MANAGEMENT FOR SMALL AND MEDIUM ENTERPRISES

Host Institution Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30213&anno=2025&or...

Host Institution Campus
UNIVERSITY OF BOCCONI

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management and Technology

Course Last Reviewed
2024-2025

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