

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 Campus

UNIVERSITY OF BOCCONI

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Technology

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