

COURSE DETAIL

BUSINESS AND CORPORATE 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

148

UCEAP Course Suffix**UCEAP Official Title**

BUSINESS AND CORPORATE STRATEGY

UCEAP Transcript Title

BUS & CORP 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. Enrollment is by permission of the instructor.

This course advances students' knowledge in:

- Developing knowledge and critical understanding of the most relevant models and theories of competitive and corporate strategy;
- Conducting structured strategic external and internal analyses considering both organizational performance, resources and capabilities, and the features of the competitive arena;
- Identifying and developing strategic options, applying appropriate models and frameworks, and evaluate their limitations;
- Evaluating contemporary and ethical issues that may impact upon strategic choices;
- Working collaboratively to develop, evaluate and present strategic recommendations to an international senior audience.

This course enables students to understand the prominent concepts and theories of competitive and corporate strategy. The study of the core elements of strategic management are 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 will have the chance to develop their collaborative skills in a role game as consultants to advise the management of a corporation.

Language(s) of Instruction

English

Host Institution Course Number

B5733

Host Institution Course Title

BUSINESS AND CORPORATE STRATEGY

Host Institution Course Details

<https://www.unibo.it/en/study/course-units-transferable-skills-moocs/course-uni...>

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

2025-2026

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