

Strategic Management

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| <i>Lecturer</i> | Bianchi Martini/Rigolini/Lunardi |
| <i>Semester</i> | Fall |
| <i>ECTS</i> | 3 |
| <i>Description</i> | The objective of the course is to provide students the fundamentals of business strategy, with particular focus on the competitive strategy in the era of e-commerce and on the business model of a company. |
| <i>Course Outline</i> | <ol style="list-style-type: none">1. Competitive strategy2. Resources based view3. Business Model4. Internet strategy |
| <i>Textbooks</i> | <ul style="list-style-type: none">• Arthur A. Thompson jr., A.J. Strickland III , Strategic management : concepts and cases, 13th Ed., 2003, Boston : McGraw-Hill• Case studies |
| <i>Optional Reading</i> | <ul style="list-style-type: none">• Integrative educational materials |
| <i>Keywords</i> | Strategy, resources and competences, business model, e-commerce |
| <i>Teaching</i> | Frontal lectures, homework, lectures notes |
| <i>Final valuation</i> | Written examination |
| <i>Other notes</i> | Attendance to the lectures is strongly suggested |