# . - Business strategy

## Prof. Fabio Antoldi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course focuses on the analysis, evaluation and formulation of business strategies and has three main objectives:

- know and understand the main models and theories developed for the strategic corporate governance;

- apply these models and theories to the study of concrete business cases;

- autonomously decide the entrepreneurial formula with the greatest chance of success in different sectoral contexts.

At the end of the course, students will be able to analyse the competitive strategies of companies, identify the key factors of competitive advantage on the markets and independently develop a successful business formula.

***COURSE CONTENT***

The course addresses the following topics:

- The concept of strategy.

- The analysis of the competitive system.

- The analysis of the sources of competitive advantage: resources and skills.

- The basic competitive strategies.

- The role of innovation in building a competitive advantage.

- The competitive strategy in different sectoral contexts.

- The strategic planning process.

***READING LIST[[1]](#footnote-1)***

The following is the only reference textbook of the course:

R. M. Grant, *L’analisi strategica per le decisioni aziendali,* 6th ed., Il Mulino, Bologna, 2020. *[Buy from VP](https://librerie.unicatt.it/scheda-libro/autori-vari/fondamenti-di-strategia-9788815245779-186334.html)*

The students’ preparation will have to be based both on the lectures and on the study of this manual (the entire manual except chapters VII and VIII).

Other optional in-depth readings may be specified from time to time during lectures and (where possible) made available on the Blackboard platform.

***TEACHING METHOD***

The course involves the use of different teaching methods. In addition to the lessons, attending students will be able to participate in discussions of business cases.

The detailed programme, which includes the analytical calendar and all the teaching materials used in the course (slides provided by the lecturer, readings, cases, videos, etc.), will be made available on the Blackboard platform.

Participation in face-to-face lessons is recommended.

#### ASSESSMENT METHOD AND CRITERIA

The learning assessment will consist in a final written test.

There are two different examination methods, depending on whether the student chooses to attend or not.

Regularly attending students will have the opportunity - limited to the first exam session - to sit a written test, including a part of the test (multiple choice questions) and two open-ended questions (with defined spaces) which will focus exclusively on the topics covered and on the teaching materials analysed during the sessions.

For non-attending students, the exam text will be structured into eight questions with open-ended answers (with defined spaces) and will focus on the contents of the programme and the entire textbook.

In the assessment of the open-ended answers, attention will be paid to the student's ability to create links between the different topics covered, using an appropriate language and developing critical thinking.

The final assessment of the course consists in the assignment of a mark out of thirty.

***NOTES AND PREREQUISITES***

To profitably attend the Business Strategy course, students are required to possess basic background knowledge of the business areas, in particular those related to marketing, business organisation and management control courses.

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.

1. The textbooks included in the reading list can be purchased at the University bookstores; they can also be purchased from other retailers. [↑](#footnote-ref-1)