

Course	<b>Corporate &amp; Business Strategy</b>
Degree Program	Bachelor in Business Administration & Economics
Year	2018-2019
Semester	First
Credits	6
Lecturer	Corrado Cerruti
Department	Management and Law
Room	First floor – room n. 63
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Office Hours	On demand – to be booked by e-mail
Subject learning objectives:	<p><b>Knowledge and Understanding:</b> acquiring basic approach and logics in strategy making</p> <p><b>Applying Knowledge and Understanding:</b> applying the general approach to strategic making to specific context and decisions, mainly in the area of the digital transformation.</p> <p><b>Making Judgements:</b> evaluating strengths and weakness, opportunities and threats and, based on them, formulating a strategic framework</p> <p><b>Communication Skills:</b> communicating analysis and results in discussions and group presentations.</p> <p><b>Learning Skills:</b> developing searching skills so to find relevant materials from the web</p>
Programme Key topics	<ol style="list-style-type: none"> <li>1. <b>Strategic management and strategic competitiveness</b></li> <li>2. <b>The external environment</b></li> <li>3. <b>The internal organization</b></li> <li>4. <b>Integrating internal and external resources</b></li> <li>5. <b>Business-level strategy</b></li> <li>6. <b>Competitive rivalry and competitive dynamics</b></li> <li>7. <b>Corporate-level strategy</b></li> <li>8. <b>Strategic acquisition and restructuring</b></li> <li>9. <b>International strategy</b></li> <li>10. <b>Cooperative strategy</b></li> <li>11. <b>Digital transformation and strategy</b></li> <li>12. <b>Digital transformation pillars</b></li> </ol>
Course Materials	<p>Textbook is: H. Volberda, R. Morgan, P.Reinmoller, R. Ireland, R. Hoskisson, Strategic Management. Concepts and cases, Cengage Learning, 2011</p> <p>Selected Reading and reports from Management Consulting companies (available on the course webpage)</p>
Teaching Method	Academic classes based on text book & articles, plus web materials. Case studies for going closer to practice
Assessment objectives and subject learning outcomes	<p>The assessment is looking both at the knowledge of the theoretical models and at the capability to use these models to analyse the business case.</p> <p>Specifically, the assessment is based on:</p> <ul style="list-style-type: none"> <li>• A written test made of six open questions</li> </ul> <p>Plus</p> <ul style="list-style-type: none"> <li>• The participation to the case studies that will be discussed during the course (up to 2 extra marks)</li> </ul>