

Course	Corporate & Business Strategy
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>Knowledge and Understanding: acquiring basic approach and logics in strategy making</p> <p>Applying Knowledge and Understanding: applying the general approach to strategic making to specific context and decisions, mainly in the area of the digital transformation.</p> <p>Making Judgements: evaluating strengths and weakness, opportunities and threats and, based on them, formulating a strategic framework</p> <p>Communication Skills: communicating analysis and results in discussions and group presentations.</p> <p>Learning Skills: developing searching skills so to find relevant materials from the web</p>
Programme Key topics	<ol style="list-style-type: none"> 1. Strategic management and strategic competitiveness 2. The external environment 3. The internal organization 4. Integrating internal and external resources 5. Business-level strategy 6. Competitive rivalry and competitive dynamics 7. Corporate-level strategy 8. Strategic acquisition and restructuring 9. International strategy 10. Cooperative strategy 11. Digital transformation and strategy 12. Digital transformation pillars
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"> • A written test made of six open questions <p>Plus</p> <ul style="list-style-type: none"> • The participation to the case studies that will be discussed during the course (up to 2 extra marks)