

STRATEGIC MANAGEMENT A.Y. 2024-25

MODULE I - ENTERPRISE EVOLUTION

ANALYTICAL SYLLABUS (UPDATE, MARCH, 26TH, 2025)

Date	Topic	Type of Lecture	Main Reference(s)
Feb, 17 th	Competition	Practice	R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 56-60 <i>Optional:</i> M. Porter’s TedTalk – Why business can be good at solving social problems
Feb, 18 th	Darwin’s Legacy	Theory	R. Cafferata (2016), <i>JMG article</i> (website – week 1)
	Co-Evolution	Theory	R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 5-16
			G. Abatecola (2014a), <i>EMJ article</i> (website – week 1)
			R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 17-23 <i>Optional:</i> Blog – 3 (Evergreen) Ways to Foster Enterprise Evolution: https://www.thebusinesstype.org/post/enterprise-evolution
Feb, 19 st	Planning, Budgeting and Forecasting: The Accenture Experience	Practice	A. Fidale, F. Gentile, Slides (website - week 1)
Feb, 24 th	Venture Capital	Theory	F. Giannetti, <i>Slides</i> (website – week 2)
Feb, 25 th	Unicorns Class Discussion Helion, Bitpanda, Vinted	Practice	F. Giannetti <i>Slides</i> (website – week 2)
	R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 46-47		
Feb, 26 th	Newness	Theory	G. Abatecola <i>et al.</i> (2012), <i>JMH article</i> (website – week 2)
			R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 38-45
			<i>Optional:</i> Blog – Why Start-ups Suffer the Liability of Newness: https://www.thebusinesstype.org/post/liability-of-newness
	Systemness	Theory	R. Cafferata (2016), <i>JMG article</i> (website – week 1) R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 34-37
Mar, 3 th	The Tweelin Case	Practice	D. De Santis, Slides (website - week 3) <i>Optional:</i> Blog – 3 Keys to Unlock Potential in Start-ups: https://www.thebusinesstype.org/post/newness-survival
	From Natural to Competitive Selection	Theory	M. Cristofaro (2017) <i>SD article</i> (website – week 3)
			R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 48-54
Mar, 4 th	Competitive Selection (Part I)	Theory	G. Abatecola (2025), <i>Slides</i> (website – week 3)
Mar, 5 th	Competitive Selection: The Azimut Experience	Practice	S. Del Papa
	Competitive Selection (Part II)	Theory	G. Abatecola (2025), <i>Slides</i> (website – week 3)
Mar, 10 th	Start Cup Lazio	Practice	S. Baiocco (2025), <i>Slides</i> (website – week 4)
Mar,	Competitive Selection	Theory	G. Abatecola (2025), <i>Slides</i> (website – week 3)

11 th	(Part III)		
	Models: (Levitt)	Theory	R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 61-68
Mar, 12 th	Models: (Steinmetz, Parks, Dewhurst & Burns, Scott)	Theory	R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 69-72
Mar, 17 th	Evolution: The Unilever Experience	Practice	A. Alaimo di Loro
Mar, 18 th	Models: Scott, Pettigrew	Theory	R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 73-76
	Enron	Practice	G. Abatecola (2019), <i>IJBM article</i> (website – week 5).
			R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 92-97.
			Optional: Blog – <i>We Must Avoid Another Enron</i> https://www.thebusinesstype.org/post/enron
Mar, 19 th	Fiat	Practice	G. Abatecola (2009), <i>IJBE article</i> (website – week 5).
			R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 98-106.
Mar, 24 th	Corporate Crisis	Theory	G. Abatecola (2012), <i>Futures article</i> (website – week 6)
			G. Abatecola <i>et al.</i> (2014), <i>CG article</i> (website – week 6)
			R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 83-91
			Optional: Blog – <i>How to Survive a Corporate Crisis</i> https://www.thebusinesstype.org/post/corporate-crisis
Mar, 25 th	Hidden Traps, Bounded Rationality and Self-Reinforcing	Theory	G. Abatecola (2014b), <i>MD article</i> (website - week 6)
			R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 109-114.
			Optional: Blog – <i>How to Combat Resistance to Change</i> https://www.thebusinesstype.org/post/resistance-to-change
Mar, 26 th	Personality	Theory	G. Abatecola <i>et al.</i> (2013), <i>JMG article</i> (website – week 6)
			R. Cafferata, G. Abatecola (2017), <i>Teaching Notes</i> , pp. 115- 125.