

LOGO DELLA STRUTTURA PRIMARIA

COURSE: STRATEGIC MANAGEMENT

ACADEMIC YEAR:2017/2018

TYPE OF EDUCATIONAL ACTIVITY: (Basic, Characterizing, Affine, Free choice, Other)

TEACHER: VALENTINO VECCHI

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website:

phone: 328/79.52.606

mobile (optional):

Language: ITALIANO

ECTS: (lessons e
tutorials/practice) 6

n. of hours: (lessons e
tutorials/practice)
48

Campus: Potenza/Matera PZ
Dept./School: DIMIE
Program:

Semester: SECOND

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

Sintetizzare in lingua inglese i contenuti riportati nella scheda in lingua in italiana.

PRE-REQUIREMENTS

Sintetizzare in lingua inglese i contenuti riportati nella scheda in lingua in italiana.

SYLLABUS

The concept of business strategy, mission and vision, industry analysis, competition analysis, corporate resources as a source of competitive advantage, competitive advantage analysis, cost and differentiation advantages, vertical and horizontal integration strategies, strategy strategies diversification, international development strategies

TEACHING METHODS

Riportare una (o più) delle seguenti voci: Theoretical lessons, Classroom tutorials, Laboratory tutorials, Project works, Technical visits, Other activities (specificare).

Se utile, riportare ulteriori dettagli, come specificato nell'esempio riportato nella scheda in lingua in italiana.

EVALUATION METHODS

WRITTEN

TEST,

optional oral test

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

Robert M. Grant, L'analisi strategica per le decisioni aziendali, Il Mulino, ultima edizione

Slides

INTERACTION WITH STUDENTS

Riportare in lingua inglese i contenuti riportati nella scheda in lingua in italiana.

EXAMINATION SESSIONS (FORECAST)¹

16.02.2018

06.04.2018

18.05.2018

06.07.2018

19.07.2018

14.09.2018

16.11.2018

SEMINARS BY EXTERNAL EXPERTS YES X NO

FURTHER INFORMATION

¹ Subject to possible changes: check the web site of the Teacher or the Department/School for updates.

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