

General Information	
Academic subject	Business Strategy and International Management
Degree course	Business Strategies and Management
Curriculum	
ECTS credits	8 ECTS
Compulsory attendance	No
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Stella Lippolis	stella.lippolis@uniba.it	SECS-P/07

ECTS credits details			ECTS
Basic teaching activities			8

Class schedule	
Period	2 nd Semester
Year	2021/2022
Type of class	Lecture- workshops

Time management	
Hours	200
In-class study hours	64
Out-of-class study hours	136

Academic calendar	
Class begins	21 February 2022
Class ends	3 June 2022

Syllabus	
Prerequisites/requirements	Basic knowledge of Business Economics and Accounting
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding</i></p> <p>The course of Business Strategy and International Management aims to provide the student with the strategic and operational methodologies and tools, referring both to the individual ASA and to the company as a whole, with the aim of developing knowledge and skills about the analysis of competitive environments, sector analysis, as well as understanding the role of the various company functions. Secondly, the course focuses on internationalization strategies and, in particular, focuses on issues related to the international expansion of SMEs.</p> <p><i>Applying knowledge and understanding</i></p> <p>After completing the cycle of lessons, the student will have developed skills and analytical skills and will be able to use tools and techniques to support the formulation of decisions through which to obtain a sustainable competitive advantage in various contexts. It will also analyze and evaluate the strategies adopted by different types of companies, thanks to the use of the method of teaching interactive analysis of business cases in the classroom and project work.</p> <p><i>Making informed judgements and choices</i></p>

	<p>The student will be able to judge which schemes, methodologies, framework and tools can be defined as appropriate in the analysis of a company's strategy. Moreover, it will be able to evaluate the various strategies of expansion more opportune in order to allow a company to compete in international markets.</p> <p><i>Communicating knowledge and understanding</i> The student will have acquired high communication skills, team-working and interaction, above all thanks to the active participation in the course, as well as the direct involvement in the discussion of business cases.</p> <p><i>Capacities to continue learning</i> Lastly, the course aims to provide students with an adequate capacity for critical analysis of business cases. In particular, the course aims to provide students with the ability to further deepen the issues developed in the classroom by consulting scientific publications, sector magazines and company sites. The acquisition of learning skills is verified through the evaluation of the analyzes elaborated by the students and through the final exam</p>
Contents	<p>The first module introduces the concept of strategy, focuses on the methodology for identifying strategic business areas (ASA) and on the economic analysis of the ASA. The second module analyzes the tools necessary for the analysis of the sector and the choices of competitive positioning (cost, differentiation), focusing attention on resources and skills and on the conditions for the sustainability of a business strategy. Strategy in the age of digitization. The third module focuses on internationalization strategies, with particular reference to the internationalization of production and the internationalization of research and development activities. In this module we analyze, in particular, the problems of international expansion related to small and medium enterprises.</p>
Course program	
Bibliography	<ul style="list-style-type: none"> - Invernizzi G., <i>Le strategie competitive</i>, Mc-Graw-Hill, 2014. - Johnson; R. Whittington; K. Scholes; D. Angwin; P. Regnér; A. Paci, <i>Strategia. Orientare organizzazioni e imprese in un mondo che cambia</i>, Pearson, 2017. - - Educational material and case studies provided by the teacher. <p>Recommended reading</p> <ul style="list-style-type: none"> - Parolini C., <i>Business planning – Dall'idea al progetto imprenditoriale</i>, Pearson, 2nd Edition, 2015. - U. Bertelè, <i>Strategia</i>, Egea, 2nd Edition, 2016.
Notes	
Teaching methods	Lectures, exercises and classroom analysis of concrete cases.

Assessment methods (indicate at least the type written, oral, other)	Oral exam. Partial tests for attending students.
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<p><i>Knowledge and understanding</i> The student must be able to recognize the main methods of evaluation of the company strategy, must be able to perform a sector analysis and an analysis of the strategic positioning.</p> <p><i>Applying knowledge and understanding</i> The student must be able to analyze and evaluate the strategies adopted by different types of companies operating on national and international scenarios.</p> <p><i>Making informed judgements and choices</i> The student must be able to evaluate the problems presented to companies and to choose the appropriate strategies for solving the problems.</p> <p><i>Communicating knowledge and understanding</i> The student must be able to exhibit with characteristic language the characteristic elements of the business cases studied showing that they can use the tools of strategic analysis.</p> <p><i>Capacities to continue learning</i> The student must possess an adequate capacity for critical analysis of business cases.</p>
Further information	