

General information	
Academic subject	<i>Business Strategy and International Management</i>
Degree course	<i>Business Strategies and Management</i>
Academic Year	<i>First year</i>
European Credit Transfer and Accumulation System (ECTS)	8 ECTS
Language	<i>Italian</i>
Academic calendar (starting and ending date)	<i>20th february 2023- 1st june 2023</i>
Attendance	<i>Not compulsory</i>

Professor/ Lecturer	
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Telephone	
Department and address	<i>Dipartimento Ionico- Sede di Economia- Via Lago Maggiore, ang. Via Ancona, Taranto</i>
Virtual headquarters	<i>Teams: mi10o9s</i>
Tutoring (time and day)	Friday (11.00 a.m.-1.00 p.m.) Tutoring to be agreed by email

Syllabus	
Learning Objectives	<i>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.</i>
Course prerequisites	
Contents	<i>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 analyses 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.</i>
Books and bibliography	<ul style="list-style-type: none"> - V. Coda G. Invernizzi, P. Russo, <i>La strategia aziendale</i>, Mc-Graw- Hill, 2017. - 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><i>Recommended reading</i></p> <ul style="list-style-type: none"> - U. Bertelè, <i>Strategia</i>, Egea, 2nd Edition, 2016.
Additional materials	<i>Educational material and case studies provided by the teacher.</i>

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
200	64	36	100
ECTS			
8			
Teaching strategy		<ul style="list-style-type: none"> - The teaching method involves frontal teaching and, in addition, the application of the tools of strategic analysis learned, through seminars, group work, preparation of works. Project work and case study analysis are planned for this purpose. - The Uniba e-learning platform will be used for the sharing of teaching materials. 	
Expected learning outcomes			
Knowledge and understanding on:		<ul style="list-style-type: none"> ○ First, the course aims to provide the student with the methodologies and strategic and operational tools, related to both the individual ASA and the company as a whole, with the aim of developing knowledge and skills about the analysis of competitive environments, industry analysis, as well as understanding the role of different business functions. ○ Second, the course focuses on internationalization strategies and, in particular, focuses on issues related to the international expansion of SMEs. 	
Applying knowledge and understanding on:		<ul style="list-style-type: none"> ○ 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 analyse and evaluate the strategies adopted by different types of companies, thanks to the use of the interactive method of teaching, analysis of business cases in the classroom and project work. 	
Soft skills		<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> ○ At the end of the course, the student will be able to judge which schemes, methodologies, models, and tools can be defined as appropriate in the analysis of a company's strategy. In addition, it will be able to evaluate the various expansion strategies most appropriate to allow a company to compete in international markets. • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ At the end of the cycle of lessons, the student will have acquired high communication skills, team-working and interaction, especially thanks to active participation in the course, as well as direct involvement in the discussion of business cases • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ At the end of the course, the student will develop an adequate capacity for critical analysis of business cases. The acquisition of learning ability is verified through the evaluation of the analyses elaborated by the students and through the final exam. 	

Assessment and feedback	
Methods of assessment	<i>Oral exam and preparation and discussion of project work. Case analysis.</i>
Evaluation criteria	<ul style="list-style-type: none"> ○ <i>Knowledge and understanding</i> <ul style="list-style-type: none"> ○ ability to organize discursively knowledge and to explain the links between the topics studied ○ <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ Evaluation of the strategies adopted by different types of companies operating on national and international scenarios. ○ <i>ability to apply appropriate schemes, methodologies, models, and tools in strategic analysis</i> ○ <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ independent capacity for reasoning ○ Critical analysis of business cases ○ <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ The student must be able to exhibit with characteristic language the elements of the business cases studied showing that they can use the tools of strategic analysis. ○ <i>Communication skills</i> <ul style="list-style-type: none"> ○ quality of exposure ○ proficiency in the use of specialized vocabulary ○ <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ ability to further deepen the issues carried out in the classroom through the consultation of scientific publications, magazines, corporate sites.
Criteria for assessment and attribution of the final mark	<i>The final grade is awarded in thirtieth grade. The exam is considered passed when the grade is greater than or equal to 18.</i>
Additional information	