

STRATEGIC MANAGEMENT OF THE FIRM *Business*

Course contact hours: 45

Recommended credits: 6 ECTS – 3 US

OBJECTIVE

The main objective of this course is to equip students with current knowledge and practical skills in strategic management. This is especially important in order to provide up-to-date applied knowledge of fundamental strategic issues, their pitfalls, and how to “read between-the-lines” of strategic management. This will be very useful for your career as a consultant, business analyst, corporate director, etc. We will discuss up-to-date and “hot” topics that companies face today.

COURSE OBJECTIVES

The course has the following main learning objectives:

- Understand the concept of strategy and the factors that impact strategic decision-making, implementation and evaluation.
- Understand the relationship between strategic planning and business performance.
- Conduct in-depth organizational, industrial and environmental analysis.
- Understand how the differences in the economic, socio-cultural, political and legal environments among countries affect the decision-making process and strategic paths.
- Develop strategies for domestic and international operations.
- Apply the information received during theoretical sessions to current situations involving companies internationally and/or globally active.

LEARNING OUTCOMES

- Train students with the tools necessary to conceive successful corporate and business strategies, taking into account different types of businesses
- Understand the keys and implement the tools related to strategic management
- Train students in the use of tools for decision making in the areas of strategy management: strategy definition, threats and opportunities assessment, identification of key resources and capabilities, competitive strategies, growth strategies and innovation strategies
- Assimilate the concepts related to business model generation
- Apply the tools and models in real cases
- Develop skills and competences in the area of: decision making, integrative

problem- solving, team work, lateral thinking, critical thinking, resilience, communication

TEACHING METHODOLOGY

Classes will be conducted in seminar format promoting student’s participation. It is important to remark that most of the theoretical material is needed to tackle the case studies and presentations. Fundamental theoretical notions and special issues in strategic management will be discussed in class and applied on case studies and current business examples. Although there is a theoretical base, the class is mainly case study/discussion based. Sessions will also include the participation of Guest Speakers to support and develop what is included in the course.

All contents and materials regarding the subject as well as online debates & assignments will be conducted through Slack. Students will be granted access to the platform at the beginning of the course.

ASSESSMENT CRITERIA

Exams (15%)	Final Exam
Individual Assignments (25%)	Participation and Attendance: Class involvement & Preparation Assignment 1: Video about a company/topic related to strategic management targeted to your generation
Group Assignments (60%)	Assignment 1: Environment Analysis Assignment 2: Company Analysis Assignment 3: Innovation/ Growth

BIBLIOGRAPHY

Grant, R.M. (2010). Contemporary Strategy Analysis: Text and Cases. 7th Edition. Wiley

Osterwalder, A. & Pigneur, Y (2010) Business Model Generation.

Wiley (www.strategyzer.com)

Gamble, J.E. and Thompson Jr., A.A. (2011). Essentials of Strategic Management: The Quest for Competitive Advantage. 2nd Edition. McGraw-Hill

David, F.R. (2011). Strategic Management. 13th Edition. Pearson

→ News, articles and cases from The Economist, Business Week, Harvard Business Review, etc.