Course: Fundamentals of Organization and Strategic Business Management

Credits: 4

Schedule & Timetable:
Schedule 2nd Year, 1st Semester

Teachers, Email, URL:
- L. Penco, lara.penco@economia.unige.it, rubrica.unige.it/personale/UkNHXltt
- G. Profumo, giorgia.profumo@economia.unige.it, rubrica.unige.it/personale/UkNHWVpu
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Assistants for Exercises & Simulation Lab Experience:
TBF

Education Objectives:
The course aims at helping students to understand and interpret the companies’ behaviours and strategies with reference to their surrounding environment. The specific focus is on competitive/collaborative relationships among companies and their stakeholders.
The Course addresses

- Methodologies for Company Analysis
- Internal Company Analysis Methods
- Principles for External Analysis of Companies and Industrial Sectors.
- Competitive Positioning and Business Strategies
- Key Performance Indicators for Competitive Advantage
- Techniques to evaluate the Dynamics of Competition
- Foundations of Company Organization
- Business Process Analysis & Reorganization
- Metrics of Company Performance and Methods for Management Control
- Foundations of Strategic Management and Strategy implementation
- Techniques and Tools to develop Company Strategies
- Methods to finalize Strategic Planning
- Principia for Strategic Management

Course Program & Elements:

Modelling Paradigms are presented, along with case studies.

- Main goals of a business
- Companies as complex social systems
- Creating shared value and Porter's Value Chain
- Mission, vision and strategy
- The company and the environment (general and competitive environment; Porter's five forces analysis)
- Internal environment of companies (resources, competences)
- Business and corporate strategies
- Competitive strategies (cost leadership, differentiation, focus) and the competitive advantage
- Innovation and exploration vs exploitation strategies
- Business functions
- Business processes
- Modelling and simulating an enterprise (overview of different paradigms)
- Agent based models for strategic management simulation and modelling
- Examples and case studies
Teaching Approach:
Frontal Lectures and Exercises in class.

Evaluation and Final Exam:
Final Exam will be carried out by Teacher

Time Zone:
Italy (CET), GMT+1

Prerequisites:
The Course does not require specific prerequisites.

References
Other Publications: