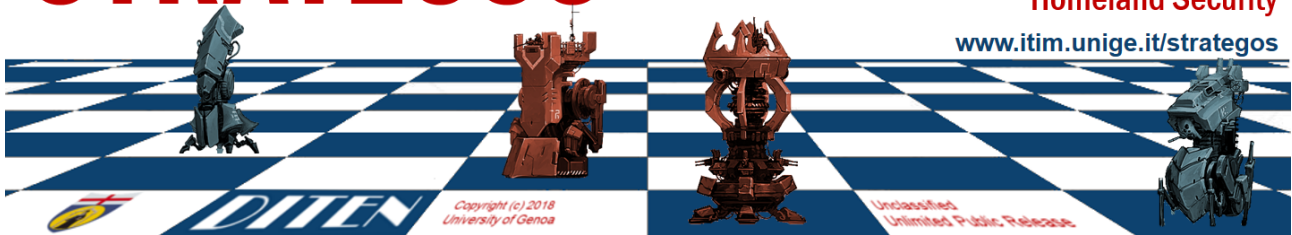


STRATEGOS

Engineering Technologies for Strategy in
Defense, Industry, Government &
Homeland Security

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STRATEGOS

*Master of Science on Engineering Technologies for Strategy and Security,
Modelling, Simulation, Data Analysis, AI/IA for Strategies on Operations and Systems*

**Course: Fundamentals of Organization and
Strategic Business Management**

SSD SECS-P/08

Credits: 4

Schedule & Timetable:

Schedule 2nd Year, 1st Semester

Teachers, Email, URL:

- **L.Penco**, lara.penco@economia.unige.it,
rubrica.unige.it/personale/UkNHXlItt
- **G.Profumo**, giorgia.profumo@economia.unige.it,
rubrica.unige.it/personale/UkNHWVpu
- **M.Remondino**, marco.remondino@economia.unige.it,
rubrica.unige.it/personale/VUZBU11q

Assistants for Exercises & Simulation Lab Experience:

TBF

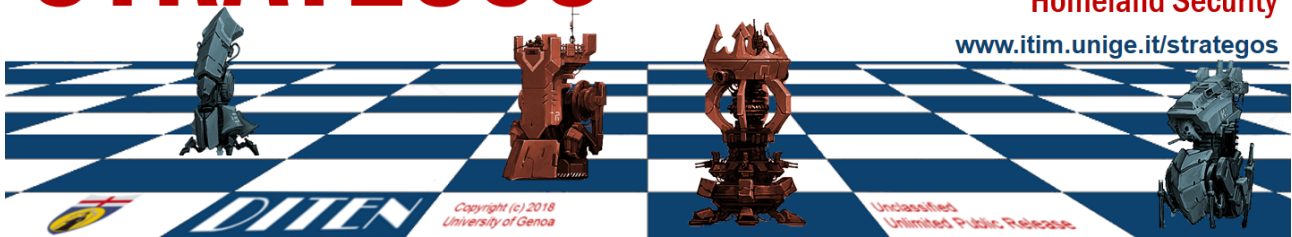
Education Objectives:

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.

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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:

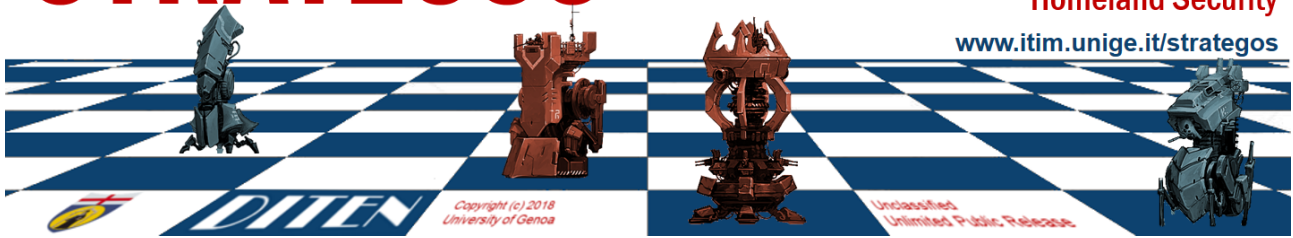
Modelling Paradigms are presented, along with case studies.

- 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

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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.

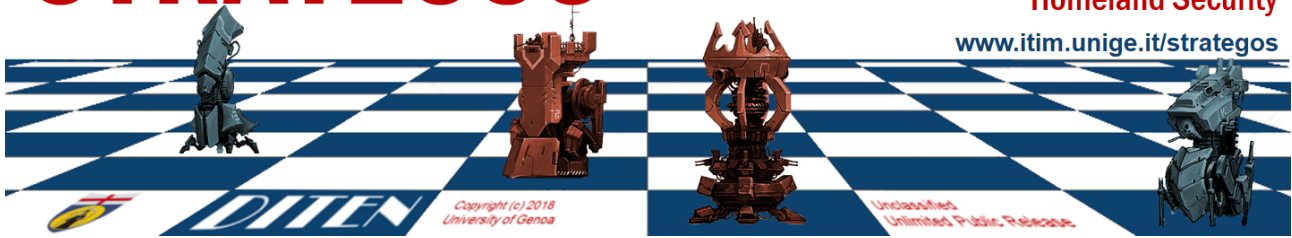
References

- Kim W.C.,Mauborgne R. (2015). Blue ocean strategy. Harvard Business Review Press,
- Spender, J.C. (2014). Business Strategy: Managing Uncertainty, Opportunity, and Enterprise, Oxford University Press

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Other Publications:

- Penco, L., Profumo, G., Remondino, M., & Bruzzi, C. (2019). Critical events in the tourism industry: factors affecting the future intention to take a cruise. *International Journal of Contemporary Hospitality Management*.
- Torre, T., & Sarti, D. (2018). Into Smart Work Practices: Which Challenges for the HR Department?. In *Working in Digital and Smart Organizations* (pp. 249-275). Palgrave Macmillan, Cham.
- Torre, T., Braccini, A. M., & Spinelli, R. (2016). *Empowering Organizations*. Springer.
- Penco, L. (2007). La logistica nelle imprese della grande distribuzione organizzata. *Trasformazioni tecnico-organizzative e nuovi modelli gestionali* (Vol. 328). FrancoAngeli.
- Penco, L., & Profumo, G. (2016). Merger&Acquisitions (M&As) e alliances delle imprese crocieristiche: un'analisi delle determinanti strategiche. *Economia e diritto del terziario*.
- Penco, L., & Profumo, G. (2016). Merger&Acquisitions (M&As) e alliances delle imprese crocieristiche: un'analisi delle determinanti strategiche. *Economia e diritto del terziario*.
- Genco, P., & Penco, L. (2017). *La gestione strategica dell'impresa: Le strategie di corporate*. G Giappichelli Editore.