



Syllabus

Academic Year	2022/2023
Program	Business Administration
course	Fundamentals of Management
Term	II semester
Year	1
SSD	SECS- P/08
Credits	6

INSTRUCTIONAL GOALS

The course aims to offer to students an overview of the main concepts adopted in today business world. Students will learn the basics of management theory and - working through real-world challenges in a variety of different industries - they will also learn how to apply these concepts to real-world case studies.

The course will equip students with the concepts and frameworks needed to understand the drivers of competitive advantage and make better strategic decisions.

At the end of the course, students will handle key concepts and theories in the field of management and how they can be used in real world business situations.

INTENDED LEARNING OUTCOMES

They describe what a learner is expected to know, understand and be able to demonstrate after completion of a learning path.

Knowledge and understanding: Students will learn the main principles of both firm external and internal analysis with the goal to achieve a sustainable competitive advantage. The course is structured to develop know-how and skills that allow students to elaborate and employ original ideas in complex contexts of analysis.

Applying knowledge and understanding: as a part of their ongoing and continuous evaluation students will be asked to apply the theoretical concepts to real case scenarios. To develop their ability to convert theoretical concepts into practice, students will be engaged in active class discussions and face different teamwork assignments.

Making judgements: By using the concepts and tools developed students will be trained to manage challenging situations and improve problem solving skills in autonomy.

Communication skills: Class discussions and presentations of projects will help students to develop their communication skills. Students will be stimulated to express their viewpoints based on data and adequate theoretical frameworks using appropriate business and economic terminology.

Learning skills: Upon completing the program, students will be able to address problems in strategic management. To do so, students will be constantly asked to address the overall complexity of real-life business problems using the theoretical framework discussed in class and applying this knowledge using the data and information taken from reliable resources..

Pre-requisites

None



Course content	<p>The course will explore the basis of competitive strategy. Students will first learn the basic of competitive analysis (external analysis) and then discuss the principles of internal analysis with the goal to identify the sources of firm superior performance. These principles will be applied to many different context and industries. More specifically the course will address the following topics:</p> <ul style="list-style-type: none">• The concept of strategy• Goals, values and performances• Industry Analysis: the fundamentals• Industry Analysis to a specific industry. Business simulation• Internal analysis: firm resources and capabilities• Strategy implementation: Case studies discussions• The sources and dimension of competitive advantage• Industry evolution and strategic change• Vertical Integration: theory and cases• The scope of the firm: principles and applications• Diversification strategy• Case studies discussion and assignment valuations. Wrap-up of the course• Lectures, seminars, case studies discussions and students presentations
Reference Books	<p>Slides, materials, business cases and business news will be listed and made available on the e-learning platform.</p> <p>References Text: Contemporary Strategy Analysis. Robert M. Grant, Wiley</p>
Teaching Methods	<p>Traditional teaching through lectures will be complemented by case studies discussions, practical exercises and assignments (group works) and seminars with experts and key figures. Students' participation during lectures is strongly encouraged.</p>
Assessment	<p>The exam consists of (i) a midterm written exam, (ii) two project works to be presented in class (iii) class participation and discussion of business cases and (iv) a final written exam exam.</p> <p>In the assignments students will apply the concepts discussed in class to a real life business context and will present their results to the audience. These assignments will count for 30% of the final valuation.</p> <p>The midterm written exam will make up an additional 20% of the final grade.</p> <p>Class participation and discussion of business cases will count for another 20% of the final evaluation. A mid-term term test will make up an additional 20% of the final grade.</p> <p>The final exam will count for 30 % of the overall evaluation</p> <p>The overall assessment will take into account the level of knowledge and understanding of the fundamentals of strategic management; the knowledge of key principles discusses in class; the capacity for thinking, logically and critically; and the capacity to present effectively findings and conclusions.</p>
