



SCHEMA PER LA COMPILAZIONE DEI PROGRAMMI DI INSEGNAMENTO IN LINGUA ITALIANA E IN LINGUA INGLESE

A.A. 2012/2013

INSEGNAMENTO Lab of International Markets and Analysis

CFU: 6 (Ore di lezione 44)

Docente: Gilles VanWiik

OBIETTIVI

The objectives of this course are to prepare students for the analysis of industry, the articulation of a competitive strategy, and the challenges of the implementation of strategy with an international and global perspective. Particular emphasis is put on the practical problem of identification of the key issue which it is most urgent to attend to.

EVENTUALI PREREQUISITI

To have best advantage of this course, some field experience, whatever the industry, is recommended. Many of the issues dealt with acquire more relevance after a working experience.

PROGRAMMA

The class is organized according to a pattern where theory alternates with case discussions. Furthermore, two approaches to Interactional markets are discussed: managerial and entrepreneurial. The managerial approach entails careful market analysis and the elaboration of strategy on the basis of available resources, strengths and weaknesses. The entrepreneurial approach begins with a vision of new developments, and seeks successively to garner resources, competences and financing for the development envisioned. The managerial/entrepreneurial approaches are very close to the blue ocean/red ocean strategies in their rationale. This part of the analysis leads to a discussion of decision making and risk. The progression of the course is organized as follows:

- Introduction - The notion of Strategy
- Business Structure and Leadership
- Structure and Implementation
- Strategy tools
- Business Models
- Analyzing the competitive environment
- Entrepreneurial strategy
- Core Competence
- Decision Making
- Industry Evolution and Strategic Change

MODALITÀ DI SVOLGIMENTO DEL CORSO E DELL'ESAME

The course alternates theory and practice: lectures are made available online after the lecture itself. Case discussion requires students to identify and submit the key issue before discussion. Decision making is presented by using a simulation game based on the well documented Cuban Missile Crisis. One sit-down exam is organized dealing with the essential points developed in class and with a short case. Evaluation is further based on class participation, and in particular on case discussion, and key issue submissions.

TESTI

Johnson G. and K. Scholes 2005 Exploring Corporate Strategy, 7th edition, London : Prentice Hall
Grant, Robert M. 2008 Contemporary Strategy Analysis - Text and cases edition, 7th edition, Wiley.