

**Master Degree in Business Administration and Management (Degree Code:  
LM-77)**

**Strategic Management**

**A.Y 2024-2025, Course Year: II, II Semester, 12 ECTS Credits**

**Proff. Angela Caridà, Monia Melia**

<b>Course Information</b>	Strategic Management. SSD: SECS-P/08 12 ECTS – 84 hours: 8 ECTS (56 hours) Prof. Angela Caridà 4 ECTS (28 hours) Prof. Monia Melia Lesson period: II Semester, February – May 2024 A.Y. 2024/2025
<b>Instructor Contacts</b>	Prof. Monia Melia E-mail: monia.melia@unicz.it Website: <a href="https://diges.unicz.it/web/docenti/melia-monia/">https://diges.unicz.it/web/docenti/melia-monia/</a> Room Ex Centro Romanistico  Phone: 0961/3694928
<b>Course Description</b>	Based on a strategic and managerial approach, this course aims to provide learners with the knowledge to better understand the issue of business survival and development. Students will examine business strategies to understand the benefits, risks, and impacts on business performance. The course has a strong technical and practical as well as theoretical focus. It involves students in creative labs and project work development.
<b>Course goals and Expected Learning Outcomes (knowledge and understanding; Apply knowledge and understanding; Autonomy of judgment; Communication skills; Learning ability)</b>	In this course, students learn how to develop and manage business strategies, they develop (i) adequate knowledge and understanding of strategic management; (ii) the ability to apply concepts, methods and tools to better manage all phases of the strategic management process; (iii) the ability to independently and critically evaluate information and data to improve critical analysis and problem solving skills; (iv) the ability to use technical language to communicate clearly with specialist interlocutors (managers, academics, experts) and non-specialists; (v) appropriate skills to independently identify and exploit new business opportunities.
<b>Program (Attending and non Attending students)</b>	The course focuses on the Strategic Management process. Topics covered are: - The contents of the study program concern: - The formulation of corporate strategy. - The analysis of the external environment. - The analysis of the internal environment. - The competitive advantage. - Corporate strategies. - The strategic alliances. - International strategies. - Innovative strategies. - Competitive strategies.

	<ul style="list-style-type: none"> <li>- The implementation of the strategy.</li> <li>- The relationship between strategy and society</li> </ul>																
<b>Expected student workload</b>	210 hours																
<b>Teaching Methods</b>	<ul style="list-style-type: none"> <li>- Lectures</li> <li>- Case study discussion</li> <li>- Seminars</li> <li>- Creative lab and project work (PW)</li> </ul>																
<b>Learning resources (textbooks, eventual further readings useful to a reader seeking additional information)</b>	<p>Textbook: Strategic Management: Principi e applicazioni          Authors: J. Dyer, P. Godfrey, R. Jensen, D. Bryce, A. Pastore          Publisher: ISEDI          Year: 2018          Chapters: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,12          Case study: 1,2,3, 4, 5,6,7,8,9,10</p> <p>Students will be involved in project work (PW) activities.</p> <p>Teaching materials are available on the UMG e-learning platform.</p> <p>Lectures and the textbook are the primary sources of preparation for the final examination.</p> <p>Information about this course can be found at <a href="https://www.diges.unicz.it/web/docenti/carida-angela/">https://www.diges.unicz.it/web/docenti/carida-angela/</a></p>																
<b>Support activities</b>	<p>Students will be supplemented by weekly tutorials dealing during A.Y.</p> <p>Students will be supplemented tutorials dealing during creative labs.</p>																
<b>Attendance policy</b>	<p>The attendance policy is established by art. 8 of the University teaching regulation:  <a href="http://www.unicz.it/pdf/regolamento_didattico_ateneo_dr681.pdf">http://www.unicz.it/pdf/regolamento_didattico_ateneo_dr681.pdf</a>.</p>																
<b>Assessment methods</b>	<p>Final Exam modalities.</p> <ul style="list-style-type: none"> <li>- Oral exam (mandatory).</li> </ul> <p>The final exam will be graded according to the following table.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Knowledge and comprehension</th> <th>Analysis and synthesis</th> <th>Use of bibliographic references</th> </tr> </thead> <tbody> <tr> <td>Fail</td> <td>Important gaps/mistakes/lexical inaccuracies Confusion</td> <td>Irrilevant Inappropriate use of digressions and generalizations</td> <td>Not able</td> </tr> <tr> <td>18-20</td> <td>Minimal orientation skills in the subject Evident imperfections/gaps</td> <td>Barely sufficient</td> <td>Barely sufficient</td> </tr> <tr> <td>21-23</td> <td>Superficial knowledge Serious imperfections</td> <td>Correct method supported by coherent presentation/reasoning</td> <td>Able</td> </tr> </tbody> </table>		Knowledge and comprehension	Analysis and synthesis	Use of bibliographic references	Fail	Important gaps/mistakes/lexical inaccuracies Confusion	Irrilevant Inappropriate use of digressions and generalizations	Not able	18-20	Minimal orientation skills in the subject Evident imperfections/gaps	Barely sufficient	Barely sufficient	21-23	Superficial knowledge Serious imperfections	Correct method supported by coherent presentation/reasoning	Able
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	24-26	Good knowledge, albeit non supported by substantial critical/systematic ability	Correct method supported by coherent presentation/reasoning	Able
	27-29	Remarkable knowledge, supported by orientation skills in the subject and considerable critical thinking	Correct method supported by coherent presentation/reasoning with hints of originality	Able to focus the subject logically and coherently.
	30-30L	Excellent knowledge supported by outstanding orientation skills in the subject and profound critical thinking	Correct method supported by coherent presentation/reasoning with noticeable originality	Able to focus the subject logically and coherently.