

Programme of "GESTIONE AZIENDALE" BUSINESS STRATEGY AND ORGANIZATIONAL DESIGN		
• Code: I0239 • type of course unit (compulsory, optional): Compulsory • level of course unit (e.g. first, second or third cycle; sub-level if applicable): First cycle • year of study (if applicable): 3rd year , semester: 1st semester		
Number of ECTS credits: 9 (workload is 225 hours; 1 credit = 25 hours) Workload is the global work. The value of 1 credit can change between a module and an other		
Teacher:		
1	Course objectives	The goal of this course is to provide the motivations, definitions and techniques for the development of firms' organizational structures and business strategy. On successful completion of this module, the student should be able to design the organizational macro- and micro-structure of companies. He/she should also be able to conduct a strategic analysis (both, at the industry and business level) and to choose the most appropriate strategy to create and maintain a competitive advantage. This course is strictly interconnected with those belonging to the managerial area.
2	Course content and Learning outcomes (Dublin descriptors)	Topics of the module include: The firm as an organizational system Organizational structures design: aims and techniques Organizational functions: description, aims, internal organizational structure, job descriptions External strategic analysis (Porter's model, Abell matrix for business definition) Internal strategic analysis (Value chain, Interdependencies among business) Firm's strategic alternatives (cost leadership, differentiation, ...) On successful completion of this module, the student should <ul style="list-style-type: none"> - have profound knowledge of organizational functions and their role within the firm - have profound knowledge of firm's strategic alternatives - have knowledge and understanding organizational needs to be considered in organizational design (both at the macro- and micro-level) - analyze and evaluate variables influencing industry/business attractiveness - understand and explain sources of firms' competitive advantage - demonstrate skill in analyzing industry/business attractiveness ability in designing macro- and micro-structures - demonstrate capacity for reading and understand other texts on related topics.
3	Prerequisites and learning activities	The student must know financial accounting, financial statements, financial ratios and margins.
4	Teaching methods and language	Lecture and exercise Language: Italian Ref. Text books (alternatives): Lipparini, A. Economia e gestione delle imprese, il Mulino Fontana, F., Caroli M. Economia e gestione delle imprese, McGraw Hill
5	Assessment methods and criteria	Written and oral exam