



UNIVERSITÀ DEGLI STUDI DI TORINO

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TIC44_DIP_MAN

Visiting Professor Program Academic year 2020/2021

DEPARTMENT OF MANAGEMENT

TEACHING COMMITMENT: 20 hours

COURSE TITLE

Strategic Management

TEACHING PERIOD

2nd term

SCIENTIFIC AREA

Economics and Business Management

LANGUAGE USED TO TEACH

English

The Degree Course is entirely taught in English

COURSE SUMMARY

This course is designed to provide participants with an understanding of the strategic issues that structure their action as managers or leaders. At the end of this course, participants will be able to make a strategic diagnosis based upon the analysis of the environment and the identification of the resources and capabilities of their organisation.

In particular the course examines how organisations achieve, sustain, and renew their competitive advantage, and explores what managers have to do in order to increase the likelihood of success, by thinking more strategically. In essence, strategy involves the allocation of critical resources in a competitive and increasingly uncertain environment over relatively long periods of time in the pursuit of specific goals and objectives.

Today's strategies are influenced by multiple factors such as the resources available to management, the industry and the competitive conditions, and of course the firm's internal structure, systems, and culture. In the past 20 years, competition has increased in most industries

as a result of globalisation, which opens up a world of opportunities to those companies that can truly design and execute winning strategies.

LEARNING OBJECTIVES

The objectives of the course are to:

- develop participants' capabilities to make strategic choices for their organisation and understand how to develop a competitive advantage;
- enhance critical thinking and decision making for strategic management, at both individual and collective levels;
- encourage participants to make connections between theory and practice through real life innovative cases;
- show participants the fundamental dimensions of any strategy: what is the business model? What is the competitive advantage? What is the scope? In general, what key questions they need to answer;
- enable participants to fully diagnose a strategic business unit inside their organisation, providing them with key strategic frameworks and concepts.

TUTORSHIP ACTIVITIES (IF APPLICABLE)

Class tutor will be responsible for tutorship.

LAB ACTIVITIES (IF APPLICABLE)

OTHER ACTIVITIES (IF APPLICABLE)

VISITING PROFESSOR PROFILE DESCRIPTION

Large experience in teaching strategic management at university level, or at postgraduate level.

Good record of publications in English.

CONTACT PERSON AT THE DEPARTMENT

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