



Visiting Professor Program Academic Year 2023/2024

TEACHING COMMITMENT: 21 hours

COURSE TITLE

Innovation Management and Business Strategy

TEACHING PERIOD

1st term

SCIENTIFIC AREA

Management

LANGUAGE USED TO TEACH

English

COURSE SUMMARY

The course emphasizes key hallmarks in strategic management/analysis and corporate governance. From one hand, the part on strategy (corporate and business) is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation. From the other hand, the part on corporate governance aims to outline the history of the corporation, boards of directors, the division of profit sharing and various forms of employee ownership and equity ownership among insiders, regulation, shareholder activism, the impact of takeovers and mergers and acquisitions on governance, ethical issues such as conflicts of interest and insider trading.

LEARNING OBJECTIVES

At the end of the course, the student should be able to:

- Acquire the fundamentals of strategic analysis (analysis of internal and external environment)
- Acquire key tools for taking strategic decisions in the current dynamic environment
- Understand how to take relevant decisions based on strategic analysis
- Know key hallmarks in corporate governance

TUTORSHIP ACTIVITIES

The tutor will help students through the discussion of relevant case studies, analyzing scientific papers and in preparing the team works/presentations.

VISITING PROFESSOR PROFILE

A Professor with a long teaching experience in the field of Corporate Governance and Business Strategy will be selected. Additionally, the teacher should have a track record of publications on governance, strategy (business and corporate) and business models. Practical experience in consulting on projects related to governance and strategy will also be highly valued. This would give students a practical perspective on how to lead organizational teams and manage strategy development and implementation.

CONTACT REFERENT

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