



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2020/2021		
MASTER'S DEGREE (MSC)	BUSINESS ECONOMIC SCIENCES		
SUBJECT	BUSINESS STRATEGY AND POLICY		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	50583-Aziendale		
CODE	07114		
SCIENTIFIC SECTOR(S)	SECS-P/07		
HEAD PROFESSOR(S)	RUISI MARCANTONIO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	8		
INDIVIDUAL STUDY (Hrs)	152		
COURSE ACTIVITY (Hrs)	48		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	RUISI MARCANTONIO Tuesday 10:00 12:00 Ufficio 4.5 piano 4°		

DOCENTE: Prof. MARCANTONIO RUISI

PREREQUISITES	Basic knowledge in business administration
LEARNING OUTCOMES	At the end of the course students are supposed to develop and put into practice a strategic thinking by considering the various items of the environment, the network and the firm. They are supposed to communicate the outcomes of the strategic thinking process to the involved share- and stakeholders.
ASSESSMENT METHODS	Oral examination. Marks from 18/30 to 30/30 Rejected: Not sufficient 18: Just sufficient 19-21: Fully sufficient / More than sufficient 22-24: Fairly good 25-27: Good 28-29: Very good 30: Excellent 30 e lode: Excellent cum laude
EDUCATIONAL OBJECTIVES	At the end of the course students should develop a competitive analysis starting from a deep survey on the internal and external determinants of the competitive advantage; moreover they should understand and depict which possible corporate strategy (financial, organisational, social and of business portfolio) the company should implement for the future. Moreover students should develop a business model Canvas and understand the key topics and crucial items of a winning business plan.
TEACHING METHODS	Interactive lessons
SUGGESTED BIBLIOGRAPHY	Ruisi M., Progettare Startup. Virtù imprenditoriali, modelli di business, piani di fattibilità, gamification, Giappichelli, 2019. Ruisi M., Analisi Strategica, Giuffrè Editore, Milano, 2004. Materiale didattico fornito dal docente/Teaching materials "Eventuali studenti non frequentati o lavoratori possono concordare con il docente un programma di studi alternativo".

SYLLABUS

Hrs	Frontal teaching
4	Introduction to business strategy. Theoretical perspectives to competitive advantage
6	The analysis of the external determinants of the competitive advantage. From the macro-variables to the competitive analysis. The characteristics of the industry and the competitive dynamic interaction of the competitors and of other economic actors (suppliers, retailers, end users) and various stakeholders. Commodity traps and blue ocean strategy.
2	Resource based-view: internal sources and competitive advantage
4	Strategic alliances and networking. Relational Tourism
2	Corporate Strategy. Antropological and Ethical premises
4	Different fields of Corporate Strategy: financial, organizational, social, business portfolio. Collins and Montgomery's Model
4	The entrepreneurial process. Start-up and spin-off phenomena.
4	The Sprint method by Knapp; the "Gear up" approach; Ten Types of innovation.
6	The "Business Model Canvas". "Lean Canvas". "The Startup Canvas".
4	Gamification
6	How to write a winning Business plan
2	Corporate Social Responsibility