



UNIVERSITÀ DI PAVIA

Anno Accademico 2021/2022

STRATEGIC MANAGEMENT AND BUSINESS PLANNING

Anno immatricolazione	2020/2021
Anno offerta	2021/2022
Normativa	DM270
SSD	SECS-P/08 (ECONOMIA E GESTIONE DELLE IMPRESE)
Dipartimento	DIPARTIMENTO DI INGEGNERIA INDUSTRIALE E DELL'INFORMAZIONE
Corso di studio	BIOINGEGNERIA
Curriculum	PERCORSO COMUNE
Anno di corso	2°
Periodo didattico	Primo Semestre (27/09/2021 - 21/01/2022)
Crediti	6
Ore	45 ore di attività frontale
Lingua insegnamento	English
Tipo esame	SCRITTO
Docente	KABBARA DIALA (titolare) - 6 CFU
Prerequisiti	Basic notions of business management, strategy and entrepreneurship
Obiettivi formativi	<p>The course introduces key principles in terms of business strategy and management. The main learning outcome of this part is the capacity to develop an industrial plan. The industrial planning will consider the major transformations occurring under an industry 4.0 scenario.</p> <p>The second part of the course will focus on entrepreneurship, how to start up a business and write a business plan and how to design the business model.</p> <p>Business finance will be the third part of the course, both from the perspective of large and established firms and from the perspective of start ups.</p> <p>The learning outcomes are the necessary knowledge for a graduate in engineering to solve managerial and entrepreneurial problems in organisations in the above mentioned fields, but also the capacity to</p>

work in team and to present and discuss a project work

Programma e contenuti

Introduction to Business and Management: key notions and issues in strategic management
Industrial plans: aims, contents, approaches;
Setting business goal and value proposition;
Business strategies and competitive advantage; scenario analysis and industry 4.0.
Marketing and competitive intelligence.
Key resources and capabilities: human capital, brand name, technology and intellectual property.
Business modeling: value creation architecture and revenue model;
Financials (1): balance sheet, income statement, and key performance metrics;
Financials (2): costs and revenues forecasting / allocation of expenses and projected income statement (3-5 years);
Corporate finance versus start ups/innovation finance

Metodi didattici

Lectures, plus real case studies discussion in class, teamworks and exercises.
Moreover, the course may host some guest lecturers, especially entrepreneurs and senior managers discussing case studies and tools concerning the above mentioned topics.

Testi di riferimento

All readings, slides and cases are available on the moodle platform KIRO, accessible via the usual students' university login and password. Students willing to have a complete overview of the topics can refer to R.Grant, Contemporary Strategy analysis, Wiley, 8th edition.

Modalità verifica apprendimento

The final evaluation consists in a written exam on the readings, slides and cases available on KIRO.
The exams can be integrated with class work during the lectures, when students are asked to discuss cases in team and to present their project works.

Altre informazioni

Obiettivi Agenda 2030 per lo sviluppo sostenibile

[Gli obiettivi](#)