

# SYLLABUS A.A. 2012-13

## Business Economics and Management

**Instructor:** Prof. Rosario Faraci (PO)

**Office Hours:** Prof. R. Faraci, Wednesday, 10.30 a.m.-12.30 p.m. (during the Fall Semester, *by appointment*)

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*The course named “Business Economics and Management” deals with the most important conceptual categories studied within the managerial disciplines, the fundamentals and the practical tools used in the management of firms: business idea, business model, corporate and business strategy, industry analysis and firm competitiveness, corporate governance and firms goals, technological innovation and growth strategies of firms (both single and multi businesses).*

### Teaching materials:

- Textbook: Grant R.M., *L'Analisi strategica per le decisioni aziendali*, Il Mulino, Bologna, 2011 (quarta edizione italiana)
- *Additional materials* available on the web site: [www.economiaegestione.it](http://www.economiaegestione.it)

### **I MODULO (3 CFU): Gestione strategica dell'impresa e analisi di settore (The strategic management of the firms and the industry analysis)**

The first block of the program concerns the study of the firm, the main stakeholders, the firm-environment interaction and the strategic management of companies. According to a systemic approach, it deals with functions and goals of firms, corporate governance at a firm and at an institutional level, stakeholder management. This section of the course covers also additional topics: the industry analysis, entry barriers, the business idea and drivers of the competitive advantage.

#### Teaching materials

- Grant R.M., *L'Analisi strategica per le decisioni aziendali*, Il Mulino, Bologna, 2011, Chapters 1, 2,3,4, 5,6, 7 e 8
- *Additional materials* available on the web site: [www.economiaegestione.it](http://www.economiaegestione.it)

### **II MODULO (3 CFU): Vantaggio competitivo e strategie di business (The firm's competitive advantage and the business strategies)**

The second block of the program concerns the analysis of the nature and drivers of firm's competitive advantage. Determinants of firm competitiveness are examined: economies of scale, economies of scope, economies of learning, external economies and the role of industrial districts. Additional topics are focused: the value chain, the business system, resources and competencies of firms, the management of knowledge for technological innovation and some specific firm's strategies such as business process reengineering, outsourcing, divestiture. Last but not least, the section analyzes competitive strategies of firms in alternative market's contexts.

#### Teaching materials

- Grant R.M., *L'Analisi strategica per le decisioni aziendali*, Il Mulino, Bologna, 2011, Chapters 9,10,11, 12 e 13

### **III MODULO (3 CFU): Strategie di Corporate (The corporate strategies)**

The third block of the program concerns the analysis of corporate strategies, such as vertical, partial and quasi integration; diversification, internationalization and the alternative modes of cooperation among firms: joint venture, franchising, technological partnership. The section analyzes also the relationship between ethics, economics and business as the main corporate strategies for the firm's growth.

#### Teaching materials

- Grant R.M., *L'Analisi strategica per le decisioni aziendali*, Il Mulino, Bologna, 2011, Chapters 14,15, 16,17 e 18.