

FACULTY OF **ENGINEERING**

DEGREE COURSE: **COMPUTER AND CONTROL ENGINEERING**

MASTER DEGREE: **COMPUTER AND CONTROL ENGINEERING**

SUBJECT: BUSINESS ORGANIZATION

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OBJECTIVES

The course aims at giving students basic knowledge concerning the development of firm strategies, the competitive advantage of the firm and the business plan.

CONTENTS

Business organization
Firm's strategy
The competitive advantage of the firm
The business plan

LEARNING OUTCOMES

At the end of the course, students will have basic knowledge about the development of firm strategies, the competitive advantage of the firm, and the drafting of the business plan

ASSESSMENT

Written exam: multiple-choice tests and open-ended questions

RECOMMENDED TEXTBOOKS

Besanko D., Dranove D., Shanley M., Schaefer S. - Economics of Strategy - Wiley, last edition available.
