

FACULTY OF **ENGINEERING**

DEGREE COURSE: **INDUSTRIAL ENGINEERING**

MASTER DEGREE: **INDUSTRIAL ENGINEERING / DESIGN**

SUBJECT: BUSINESS STRATEGY AND INDUSTRIAL ORGANIZATION

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OBJECTIVES

Student will reach the following targets:

- Acquisition of analytical skills for the organization of the activities in a firm and methods of organization of industrial systems.
 - Ability to analyse the company's strategic decisions on the basis of industry dynamics.
 - Knowledge about preparing the business plan of a Company.
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CONTENTS

The organization of the horizontal boundaries of enterprise, economies of scale and scope and diversification strategies. The organization boundaries vertical Enterprise and of making or buying choices. The industry analysis and competitive strategies. Decisions of entry and exit in a new sector. The strategic position and competitive advantages of the company. The origins of competitive advantage. The internal organization. The business plan of the company.

ASSESSMENT

Written exam: multiple choice and open questions

RECOMMENDED TEXTBOOKS

D. Besanko , Dranove D. , M. Shanley , S. Schaefer - Economics of Strategy - Sixth Edition , Wiley , 2013 , ISBN : 978-1-118-31918-5

