

FACULTY OF **ENGINEERING**

DEGREE COURSE: **INDUSTRIAL ENGINEERING**

MASTER DEGREE: **INDUSTRIAL ENGINEERING / ENERGY**

SUBJECT: BUSINESS STRATEGY AND INDUSTRIAL ORGANIZATION

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OBJECTIVES

Acquiring analytical skills for the organization of the activities in a firm and methods of organization of industrial systems. Being able to analyze the company's strategic decisions on the basis of industry dynamics. Knowing how to prepare the business plan of the company

CONTENTS

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

ASSESSMENT

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

RECOMMENDED TEXTBOOKS

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