



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Strategy and Leadership

Prof. CHRISTIAN STADLER

COURSE AIMS

Students should gain an overview of business studies and should develop their capability to analyze, discuss and develop solutions regarding challenges in the business setting.

COURSE CONTENTS

This course is concerned with fundamental issues of management. The emphasis will be on the formulation of business strategy and its implementation as well as organizational and leadership issues. Strategy is concerned with answering two central questions: 1) what businesses should we participate in? and 2) how should we compete? Managing an enterprise successfully requires an answer and successful implementation of the conclusions. To achieve this marketing, organizational, and leadership issues need to be taken into account. In this course, students learn concepts and frameworks that are useful for analyzing and formulating business strategies. Students also develop skills for identifying managerial issues, finding alternative ways to deal with those issues, and evaluating alternative plans of action. In addition, students learn specific analytical techniques for diagnosing the competitive position of a business, evaluating business strategies, and identifying and analyzing specific business options. Finally, they will discuss leadership and organizational issues that affect the long-term performance of companies.

SCHEDULE

Spring semester

TEACHING METHOD

Lectures, teamwork and discussions. Presentations. Case studies.

COURSE REQUIREMENTS

It is strongly recommended to attend classes.

CREDITS

6 ECTS



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

ASSESSMENT METHOD

The assessment is based on cases study discussion, written exam and teamwork.

COURSE READINGS AND MATERIALS

- J.B. BARNEY, Firm resources and sustained competitive advantage, *Journal of Management*, 17, 99-120, 1991.
A. CHANDLER, *Strategy and Structure*, MIT Press, Cambridge, MA, 1962.
R.M. GRANT, *Contemporary Strategy Analysis*, Blackwell Publishing, Oxford, 2009.
M.E. PORTER, *Competitive Advantage*, Free Press, New York, 1980.
B. WERNERFELT, A resource-based view of the firm, *Strategic Management Journal*, 5, 171-180, 1984.
C. STADLER, *Enduring Success*, Stanford University Press, Stanford, C.A., 2011.

NOTES

Professor Christian Stadler will receive students at the times posted.

INSTRUCTOR BIO

Prof. Christian Stadler

<http://www.wbs.ac.uk/about/person/christian-stadler>

E-MAIL ADDRESS

christian.stadler@wbs.ac.uk