



UNIVERSITÀ
DEGLI STUDI
DI BRESCIA

Seminari&Corsi

PhD Course



Prof. Mariasole BANNO'
DIMI-Università degli Studi di Brescia
Prof. Giorgia D'ALLURA
Dipartimento di Economia e Impresa
Università degli Studi di Catania

Economia e Management

AULA da definire

The aim of the course is to study the decision making process firms make to obtain competitive advantages in the markets in which they operate. The decisions concern the creation and structure of the organization, the choice of the business in which they operate, the analysis of the competitive arena using the Industrial Organization framework (SCP model of the 5 forces) and the analysis of resources (resources based theory, dynamic capabilities).

MARCH 21 14:00-18:00

GOVERNANCE OF THE FIRMS, DECISION MAKING PROCESS

MARCH 22 09:00-13:00

MARKET ANALYSIS, BUSINESS STRATEGIES, MANAGING INNOVATION

JUNE

BUSINESS GAME

<http://drimi.unibs.it/>