

# SEA-EU Virtual Module description

Module offers for the 'SEA-EU Virtual Modules'

## General Information

<b>Module/Course Name</b>	STRATEGIC MANAGEMENT	
<b>Module/Course Code</b>	NA	
<b>Field of Education</b>	Generic programmes and qualifications	<input type="checkbox"/>
	Education	<input type="checkbox"/>
	Arts and humanities	<input type="checkbox"/>
	Social sciences, journalism and information	<input type="checkbox"/>
	Business, administration and law	<input checked="" type="checkbox"/>
	Natural sciences, mathematics and statistics	<input type="checkbox"/>
	Information and Communication Technologies	<input type="checkbox"/>
	Engineering, manufacturing and construction	<input type="checkbox"/>
	Agriculture, forestry, fisheries and veterinary	<input type="checkbox"/>
	Health and welfare	<input type="checkbox"/>
	Services	<input type="checkbox"/>
<b>Study programme</b>	Marketing and International Management - MSc	
<b>Number of ECTS and total student workload</b>	6 ECTS, 150 hrs total workload (with 25 hrs per 1 ECTS)	
<b>Contact hours and Independent study hours</b>	48 hrs of contact + 102 hrs of independent study	
<b>Typology of contact hours</b>	Lectures (30 hrs) and Tutorial / guided discussion / case studies / exercises (interactive sessions) (18 hrs)	
<b>Academic Year</b>	2025/2026	
<b>Semester / Specific period</b>	Spring	
<b>Teaching Language</b>	English	
<b>Delivery mode</b>	Hybrid (i.e. In-person for Italian enrolled students and Online for SEA-EU partners)	
<b>Responsible Lecturer</b>	Name: ILARIA TUTORE E-Mail: ilaria.tutore@unipARTHENOPE.it	

<b>Other lecturers</b>	No
<b>Learning outcomes</b>	<ol style="list-style-type: none"> <li>1. <b><u>Knowledge and Understanding</u></b> Students will acquire a solid understanding of the key concepts, theories, and frameworks of strategic management. They will understand the relationships between industry structure, firm capabilities, competitive advantage, strategic positioning, and value creation.</li> <li>2. <b><u>Applying Knowledge and Understanding</u></b> Students will learn how to apply strategic models and tools (e.g. SWOT, VRIO, Five Forces, PESTEL, Value Chain) to analyze firms, assess competitive environments, and formulate strategic decisions. Through the use of a business game, students will experience the practical implications of strategic choices in a dynamic competitive environment, simulating managerial decision-making in real time.</li> <li>3. <b><u>Making Judgements</u></b> Students will develop the ability to critically evaluate strategic options and make informed decisions in complex and uncertain environments. The business simulation will enable them to reflect on the outcomes of their strategic decisions, compare alternative strategies, and assess their impact on firm performance under uncertainty and competitive pressure.</li> <li>4. <b><u>Communication Skills</u></b> Students will enhance their ability to communicate strategic concepts and analyses clearly and persuasively, both orally and in writing. Group work and case presentations will train students in structured reasoning and argumentation using appropriate terminology.</li> <li>5. <b><u>Learning Skills</u></b> Through individual study, case analyses, and interactive activities, students will strengthen their capacity to autonomously explore strategic management topics, engage with business literature, and develop a mindset of continuous learning and reflection.</li> </ol>
<b>Course contents</b>	<p>The course provides students with the theoretical foundations and practical tools of Strategic Management. The course is structured into three core areas: (1) Strategic Analysis – focusing on industry dynamics, internal resources and competitive advantage; (2) Strategy Formulation – exploring business and corporate level strategies; and (3) Strategy Implementation – covering organizational structure, culture, and governance mechanisms. Emphasis will be</p>

	given to the development of strategic thinking, environmental analysis, competitive positioning, innovation, and internationalization. Case discussions and group work will allow students to apply concepts to real-world business challenges.
<b>Prerequisites and/or recommended academic background</b>	Formally none; knowledge of basic management theoretical models
<b>Assessment</b>	<p>Exam (50% of final mark)</p> <ul style="list-style-type: none"> <li>• Written exam with open-ended questions</li> <li>• Grading scale: 18–30 (scores below 18 are not sufficient to pass)</li> </ul> <p>Course assignment (50% of final mark)</p> <ul style="list-style-type: none"> <li>• Project work:</li> <li>• Assignment type: team-based</li> </ul> <p><b>Approval criteria:</b> To pass the module, students must obtain at least 18/30 overall, and the written exam must be <math>\geq 18/30</math>.</p>
<b>Main bibliography</b>	<ul style="list-style-type: none"> <li>- Frank T. Rothaermel (2023). Strategic Management. 6th Edition, McGraw-Hill Education. ISBN: 9781266142676</li> <li>- Additional readings &amp; case studies will be provided during the course</li> </ul>

## Organisational Information

<b>Maximum number of SEA-EU participants</b>
20
<b>Learning Management System</b>
Microsoft Teams
<b>Course schedule (date and time)</b>
<p>Between 2<sup>nd</sup> March and ca. 20<sup>th</sup> April, live sessions 3x per week on Mondays, 08:30-11:30, Wednesdays, 12:30-14:30 and Fridays, 10:30-12:30 CET/CEST, see following schedule:</p> <p>Week 1: 2<sup>nd</sup>, 4<sup>th</sup>, 6<sup>th</sup> March</p> <p>Week 2: 9<sup>th</sup>, 11<sup>th</sup>, 13<sup>th</sup> March</p> <p>Week 3: 16<sup>th</sup>, 18<sup>th</sup>, 20<sup>th</sup> March</p> <p>Week 4: 23<sup>rd</sup>, 25<sup>th</sup>, 27<sup>th</sup> March</p> <p>Week 5: 30<sup>th</sup> March, 1<sup>st</sup> April, <b>no class on 3<sup>rd</sup> April (Good Friday)</b></p> <p>Week 6: <b>no class on Mon, 6<sup>th</sup> April (Easter)</b>, 8<sup>th</sup>, 10<sup>th</sup> April</p> <p>Week 7: 13<sup>th</sup>, 15<sup>th</sup>, 17<sup>th</sup> April</p> <p>Week 8: 20<sup>th</sup>? tbd</p>
<b>Application deadline</b>
19 February 2026