



## PhD in Business Administration and Management Strategy Track

### *Overview*

The Strategy track of the PhD in Business Administration and Management enables participants to understand classic and recent contributions to the academic literature in Strategy and Entrepreneurship, and to contribute with creative new ideas to the ongoing debate in the field. The track comprises four courses that cover both the traditional and the most advanced concepts and research methods in Strategy and Entrepreneurship. The track introduces participants to theories, models and empirical evidence on strategic and entrepreneurial choices, to enable them to offer a personal contribution to the field by developing state-of-the-art research proposals for papers and dissertations.

### *Strategy Track Details*

The Strategy track is composed by 4 courses, specifically:

- 1) Strategy Foundations. Instructor: Prof. Charlie Williams.
- 2) Corporate Strategy. Instructor: Prof. Maurizio Zollo.
- 3) International Business. Instructor: Prof. Torben Pedersen.
- 4) Entrepreneurship. Instructor: Prof. Carlo Salvato

### *Aims*

The Strategy track enables participants to understand the sources of sustainable competitive advantage and value creation in different industrial and geographical settings, and as a result of different approaches to doing business such as exploration and exploitation, or organic and external growth, in different institutional contexts such as public, private, and family firms.

Having successfully completed the track, participants will develop the following knowledge, skills, and abilities:

- Specific field knowledge:
  1. Analysis of industries and geographical markets
  2. Firm position within an industry, a strategic group, a geographical market as a source of competitive advantage
  3. Firm resources and capabilities as a source of competitive advantage
  4. Relationship between strategy and organizational structure; structuring multinational firms to allow knowledge transfer and value creation
  5. Different modes of growth: organic growth, acquisitions, and alliances
  6. Identifying and creating opportunities for new business and strategic change
  7. The specific challenges of strategy in closely-held and family firms.

- Intellectual skills:
  1. Understanding and applying appropriate theoretical lenses to understanding strategy and entrepreneurship literatures;
  2. Knowing and understanding the most advanced research tools and techniques in Strategy and Entrepreneurship research;
  3. Understanding and critically reviewing mainstream academic papers in Strategy and Entrepreneurship;
  4. Understanding the meaning and implication of being part of the intellectual community of scholars that identifies with strategic and entrepreneurial topics and learning how to engage such community with creative research ideas.
- Research Specific Skills:
  1. Mapping the strategy and Entrepreneurship literatures to understand key concepts and trends;
  2. Identifying gaps in the Strategy literature and developing a paper proposal grounded on the identified gaps;
  3. Formulate testable research ideas that have the potential of significantly advancing knowledge inside the Strategy and Entrepreneurship realms;
  4. Associate the correct conceptual approaches and empirical techniques to empirically address the developed research ideas.
- General Transferable Skills:
  1. Learning how to navigate a vast, rich, and complex literature developed across several decades;
  2. Developing self- and team-learning and study skills;
  3. Plan and control effectively for successful completion of a personal and group workload;
  4. Communicate effectively, in both oral and written form, using and justifying arguments within written reports and oral presentations and debates.

### *Syllabus*

The Syllabus for each course will be provided by the instructors and made available to participants by the PhD direction.

### *Learning & Teaching*

Teaching methods include lectures, interactive discussions, paper reading and reviews, presentations, essay writing, individual study.

### *Exam rules.*

In the context of the general rule of exams of PhD in Business Administration and Management, each instructor will communicate the specific course rules in class.