

STRATEGIC MANAGEMENT - THE BIG PICTURE

TEAM PROJECTS

Spring Term 2019

Massimo Solbiati

msolbiati@liuc.it

massimosolbiati@codasolbiati.com

TEAM PROJECTS

The work group is divided in two part:

- **1st part – to be presented in ..th March 2019**
- **2nd part – to be presented in 7th May 2019**

So the team must remain the same.

Work Group 2nd Part

The central part of this module is the guided elaboration of a team project presentation and report. This memo outlines the expectations for the team project, as well as the process by which the project will be conducted.

Aim:

You are working for the strategy department of a company of your own choice. You have to evaluate your company Entrepreneurial Formula (need to study chapter 3 of Entrepreneurial Values and Strategic Management – Vittorio Coda). You are asked to hand in a short report addressing the following questions:

- Analyze in your company the competitive system, the product system, the structure, the shareholder system, the prospectes offered. Stay focused on a business only.
- Do you have a good strategy in your business?
- Are there some risks in your strategy?
- How can you improve your strategy?

Structure

Specifically, you will follow the structure below:

1. Introduction: *Present your company. Key facts and data. Use the concepts you studied in the different modules of this course.*
2. Analyze the five components of the entrepreneurial formula.
3. Focalize your analysis on a business, and describe its distinctive traits in your company.

4. Evaluate the consonance of entrepreneurial formula at an SBU level: evaluate the dominance and the cohesion trust and the profitability (you can find some information as Balance Sheet and Income Statement or some economic and financial indicators).
5. Evaluate the need to innovate the entrepreneurial formula (are there some risks ?).
6. Conclusion

Process

1. Don't change your groups.
2. Use the same company that you have used in the first part of work group.
3. Start your research and analysis.
4. Present your findings in a 10 minute PowerPoint presentation (7.05.2019).
5. Submit the full 10 page report by 1.05.2019 to msolbiati@liuc.it.

The Report

- 10 pages.
- Follow the indicated structure.
- Submit as Microsoft Word or PowerPoint.
- In the interest of equity in the evaluation of the project, teams are expected to disclose (1) whether any team members are nationals of the country or have resided for an extended period of time in the country, (2) any special or nonpublic access to information about the country or cluster that was utilized, and (3) whether team members traveled to the country during the project period.
- Respect the guidelines.

Guidelines

- All reports will be single-spaced in 12-point type and should not exceed 10 pages, excluding potential tables, exhibits, references etc. Pages should be numbered consecutively.
- Footnotes should be used to further clarify points and to reference interviews and web sources.
- A title page should be included which contains the title, the names of the students on the team, the course name, and the date.

- Sources should be provided for all quantitative data and exhibits. References should be embedded in the text Entrepreneurial Values and Strategic Management, Vittorio Coda (2010).

Evaluation

- The evaluation of the team project will be based on the presentation and the final report.
- Structure. (follow the indicated structure).
- Concepts (the main concepts of the course need to be correctly used in the project).
- Data (accuracy of data; up-dated (latest) data used).
- Report quality (presentation, harmonization, lay-out, etc.)