

NANO-REGION presents

NANOTECH MEET BUSINESS

**theoretical tools to
understand and analyze
strategic issues**

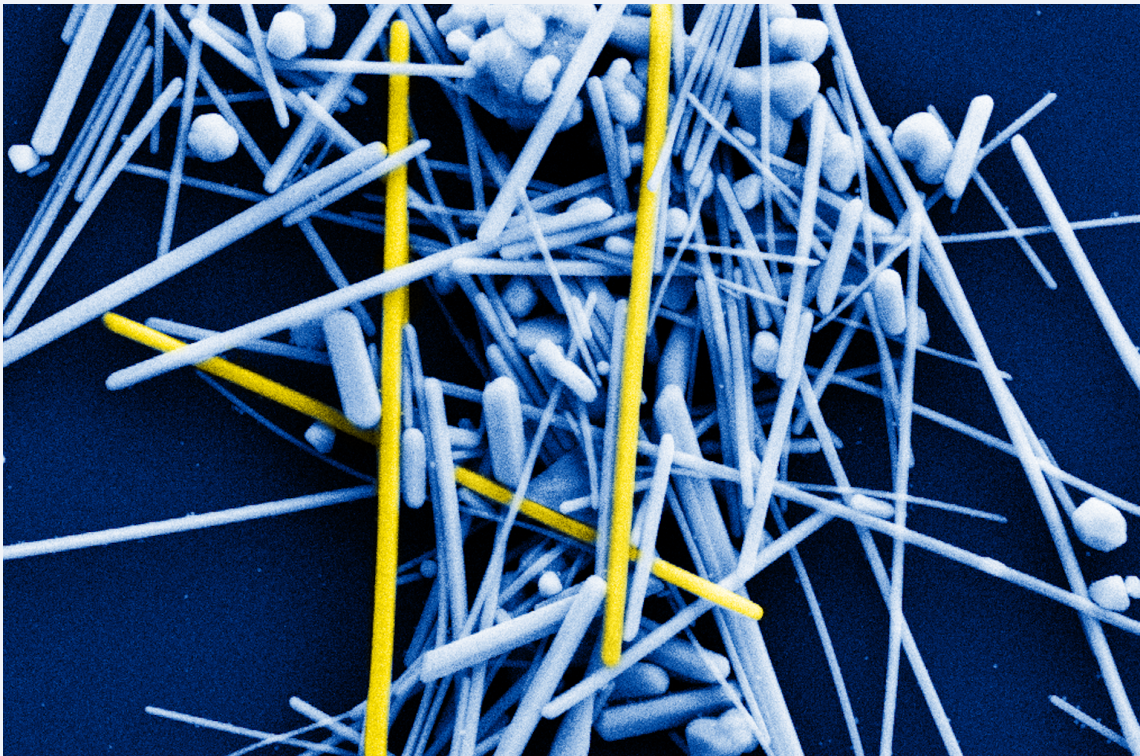
The course aims to provide participants with a set of tools useful to develop a strategic planning process and, before of that, to formulate an incremental (strategic positioning) as well as radical (strategic innovation) business strategy. The analysis will be specifically oriented to the understanding of new technology development and their application in terms of strategy innovation.

March 11
09:00 to 13:00

**Log in on Teams
with your official
mail**

Online lessons articulated as follow

- **Two hours of frontal lesson**
- **One hour of an online workgroup**
- **One hour of plenary discussion**



Through the course, students will have some insights about how to rigorously analyze a firm's competitive environment, its internal resources and its business-level strategies. The conceptual foundations and tools gained during the course from various disciplines will be used to analyze a case history based on business model innovation. The course is designed so that participation and discussion enable the learning process.