STRATEGY DEVELOPMENT UNDER UNCERTAINTY

TOPICS OF THE COURSE:

The course will be articulated around two 2-hour sessions covering both the standard business plan methodologies and the techniques leading institutions are introducing to cope with current volatile context; more in particular:

- the first session will cover the reasons why a business plan is viewed as a crucial tool for running a business, the main elements a business plan comprises (e.g., market analysis, financials projection, risks and opportunities…), and details of each element for a dummy company
- the second session will make the case for a scenario-based business plan due to current volatility; the focus of this session is on how to incorporate plausible scenarios into financials projection and how to leverage the business plan as an actiontriggering tool, as a particular scenario unfolds

READING LIST:

Lecture Notes