Learning objectives

Recognize and understand market-driven orientation from a managerial point of view

Contents

The aim of this course is to explore the Market-driven orientation from a managerial point of view, analyzing market-driven companies characteristics in different competitive situations. In particular, the course deepens Market-driven companies strategic action and performance metrics.

Detailed program

- Basic features of the global economy
- Analysis of competitive drivers for global business management
- Market-Driven Management in business management
- Time-based competition and Market-space competition
- Strategic actions and strategy implementation in market-driven companies
- Performance metrics in market driven companies
Prerequisites

Teaching methods

Lecturers

Assessment methods

Oral exam.

At the end of the course students can take a written exam

Textbooks and Reading Materials


Ø Market-Driven Management, Symphonia. Emerging Issues in Management (www.unimib.it/symphonia), n° 2, 2000-2001 (solo i seguenti contributi reperibili gratuitamente:

- Jean-Jacques Lambin, Silvio M. Brondoni, Ouverture de ‘Market-Driven Management’, pp. 1-11
- George S. Day, Market-Driven Winners, pp. 12-22
- Jean-Jacques Lambin, Rubén Chumpitaz, Market-Orientation and Corporate Performance, pp. 23-37