



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management - 1

1920-2-E1802M116-T1

Learning objectives

Students will be able to:

- develop a critical analysis of the main issues related to business management and strategy and the development of a competitive advantage;
- understand the role of management and strategy in organizing resources and actors, especially in development and innovation processes.

Contents

The course aims at deepening the main issues related to firms' management and performances. It covers topics regarding managerial decisions, focusing on the main tools for strategic analysis and management, as well as on the key aspects concerning business processes and organizational aspects.

Detailed program

1) Firms and their environment

- The firm and its competitive environment
- The national and industry context
- Firm size and corporate governance

- The resource-based theory

2) Firm development: strategic and organizational issues

- Growth strategies, models and tools
- Strategy analysis
- Corporate strategy
- Business strategies
- Crisis management and corporate turnaround
- Organizational design
- Human resource management
- Growth financing

- Performance measurement

3) Management: key processes

- Internationalization
- Innovation management
- Operations
- Logistics and supply chain management
- Marketing management
- Corporate social responsibility and sustainability

Prerequisites

Economia Aziendale

Teaching methods

Lectures and tutorials.

During the Covid-19 pandemic lectures are online using asynchronous mode; while tutorials and seminars are online using synchronous mode.

Assessment methods

Written exam, discretionary oral exam. The written test is based on the whole program, with multiple-choice and open questions.

During the Covid-19 pandemic the written final exam will take place by using the platform: [ESAMIONLINE.ELEARNING.UNIMIB.IT](https://esamionline.elearning.unimib.it)

While, the discretionary oral exam will take place online by using Webex platform.

Textbooks and Reading Materials

Tunisini A., Ferrucci L., Pencarelli T., "Economia e management delle imprese", Hoepli, Seconda Edizione, 2020

Semester

I semester

Teaching language

Italian
