UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management - 2

2021-2-E3301M196-T2

Learning objectives

THE COURSE PROVIDES AN OVERVIEW OF SET OF BUSINESS MANAGEMENT. IT HAS THE OBJECTIVE TO PROVIDE STUDENTS THE BASIC OPERATION OF COMPANIES AND DEEPEN THE SPECIFIC PROBLEMS ON THE OPERATION OF CERTAIN MANAGERIAL AREAS.
THE COURSE PERMITS TO KNOW THE MAIN THEORIES ON THE FUNCTIONING OF ENTERPRISE AND MAIN GOVERNING TECHNICAL, THE UNDERSTANDING OF PROBLEMS TYPICAL OF THE FUNCTION OF PLANNING / PLANNING , MARKETING , ORGANIZATIONAL AND FINANCIAL.

Contents

THE COURSE IS ARTICULATED IN THE FOLLOWING TOPICS: ENTERPRISE (CONCEPTUAL FRAMEWORK); ANALYSIS OF ENVIRONMENTAL CONTEXT; DEFINITION AND METHOD OF PROCESSING POLICY OPTIONS; PLANNING AND CONTROL; MARKETING; ORGANIZATION; FINANCIAL CHOICES; FUNCTION RESEARCH AND DEVELOPMENT; INNOVATION; APPLICATIONS AND BUSINESS TOOLS.

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
- Corporate social responsibility and sustainability
- Innovation

- Operations
- Logistics and supply chain management
- Marketing management

Prerequisites

Business Administration

Teaching methods

LECTURES AND TUTORIALS

DURING THE COVID-19 EMERGENCY, LESSONS WILL TAKE PLACE BY MEANS OF ASYNCHRONOUS PROCEDURE

EXERCISES AND EVENTS WILL TAKE PLACE BY MEANS OF SYNCHRONOUS VIDEO CONFERENCE

Assessment methods

WRITTEN TEST, WITH OPTIONAL ORAL

DURING THE COVID-19 EMERGENCY, THE WRITTEN TEST WILL BE CARRIED OUT THROUGH THE PLATFORM ESAMIONLINE.ELEARNING.UNIMIB.IT

THE OPTIONAL ORAL TEST WILL TAKE PLACE IN A TELEMATIC MANNER, BY USING THE WEBEX PLATFORM

Textbooks and Reading Materials

Tunisini A., Pencarelli T., Ferrucci L. (2017), Economia e management delle imprese. Strategie e strumenti per la competitività e la gestione aziendali, Hoepli

Semester

II semester

Teaching language

Italian