UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management - 1

2021-2-E3301M196-T1

Learning objectives

The course provide to students the basic knowledge of business management. Students will be able to: analyze the competitive environment, know the principles of strategic analysis, know the competitive advantage creation process, know the different organizational model, recognize the business operation problems, know
the firm's performance indicators.

Contents

The course covers the business management field, especially from a strategic point of view. In particular, different decision support tools are presented to potentially analyze: competitive environment, development and growth strategies, operational management choices (e.g. organizational models, operations, marketing and communication, supply chain).

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

Business Administration

Teaching methods

Lectures

During the Covid-19 emergency period, lessons will be held remotely asynchronously with synchronous videoconferencing events.

Assessment methods

Written final exam on the whole program, with multiple-choice and open questions.

The final grade is calculated as a sum of the scores obtained in the single questions.

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During the Covid-19 emergency period, exams will only be online on the online exam platform ("esami on line").

Textbooks and Reading Materials

Tunisini A., Pencarelli T., Ferrucci L., “Economia e management delle imprese”, Hoepli, 2014

Semester

II semester

Teaching language

Italian