UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Market-driven Management - 2

2021-1-E1801M035-T2

Learning area

Learning objectives

The course aims at introducing students to the firms' strategy, its overall organization and the management of its main activities

Contents

The course covers various issues concerning company management: the analysis of the competitive environment, the firm resources and competencies, the business model, the competitive strategies, the marketing and management of production activities.

Detailed program

The firm and its competitive environment

The firm resources and capabilities

The business model

Strategic planning and execution

Competitive strategies in international markets

Organization and human resource management

Marketing

Operations management

Prerequisites

Teaching methods

Lectures

During the Covid-19 emergency, all the lectures will be hold on line and shared through the University platform.

Assessment methods

Oral exam.

At the of the course students can taken a written exam.

During the Covid-19 emergency, all the exam will be hold online, through the WebEx platform. All the information and public link for students and virtual attending ones, will be released on the e-learning page.

Textbooks and Reading Materials

Reading Package. Market-Driven Management. Create McGraw-Hill Education

Helfat, C.E. and Peteraf, M.A., 2015. Managerial cognitive capabilities and the microfoundations of dynamic capabilities. Strategic Management Journal, 36(6), pp.831-850.

Greenstein, S. (2017). The reference wars: Encyclopædia Britannica's decline and Encarta's emergence. Strategic Management Journal, 38: 995-1017.

Zott, C. and Amit, R. 2010. Business Model Design: An Activity Based Perspective, Long Range Planning. 43(2-3): 216-226.

Minbaeva, D., Pedersen, T., Björkman, I., Fey C. F. and Park H.J. (2014) MNC knowledge transfer, subsidiary absorptive capacity and HRM. Journal of International Business Studies, 45 (1): 38-51.

Torrisi, S. and Graziano, H. Eserciziario di Economia e gestione delle Imprese.