UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Organizzazione Aziendale

2021-2-E2001R010

Course title

BUSINESS ORGANIZATION AND MARKETING

Topics and course structure

The course explores managing communication processes in companies and institutions, with an analysis of their contexts in action.
To develop skills of interpretation of different contexts, the Business Organization and Marketing course addresses the knowledge of organizations and tools and policies of organizational communication.
Strategic choices, organizational dynamics and marketing mix tools are addressed during the course

Objectives

Knowledge and understanding

Students will acquire solid and systematic knowledge on the use of tools and communication processes in organizations, and in particular marketing communication and internal communication.

Ability to apply knowledge and understanding

Students will learn to use concepts described above by applying them in the study of business cases and in exercices

Methodologies

Lectures, cases and exercises, keynote speeches.

During Covid19 emergency period, classroooms will be recorded, with some events in videoconferencing.

Online and offline teaching materials

Programme and references for attending students

Kreitner R., Kinicki A., Comportamento organizzativo, Seconda edizione, Apogeo, 2013. (capitoli 1,2,3,4,5,6,7,8,10 e 14)

Winer R.S., Ravi D., Mosca F., Marketing management, Seconda edizione, Apogeo, 2013 (excluding ch. 5,8,13,14). Ch.3 up to pg.105, ch.6 up to pg.216.

Case studies

Programme and references for non-attending students

Kreitner R., Kinicki A., Comportamento organizzativo, Seconda edizione, Apogeo, 2013.

Winer R.S., Ravi D., Mosca F., Marketing management, Seconda edizione, Apogeo, 2013 (excluding ch. 5,8,13,14).

Assessment methods

For attending students: at the end of course, written test and written analysis of an assigned case study.

For non-attening students: oral exam.

Exams verify the preparation of the students on the basis of the contents that can be acquired through the study of the books indicated in the bibliography (including case studies).

Office hours

https://www.unimib.it/barbara-quacquarelli

Programme validity

Two academic years

Course tutors and assistants