UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Market-driven Management

2122-1-E1801M035

Learning area

Learning objectives

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

Contents

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

Detailed program

Understanding the orientation to the market

Market driven Cultures

The firm and its competitive environment

The firm resources and capabilities

The business model

Strategic planning and execution

Competitive strategies

Organization and human resource management

Operations management

Prerequisites

Teaching methods

Lectures

(Lectures will be delivered in presence depending on the evolution of the COVID19 pandemic).

Assessment methods

At the end of classes, a written exam based on the lectures' content.

During the exam sessions, an oral exam on the Textbooks and Reading Materials published on the course page.

The exam will be in presence depending on the evolution of the COVID19 pandemic.

Textbooks and Reading Materials

- Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, (2017). Strategic Management: Competitiveness & Globalization, Concepts, 12e, Cengage Learning.

- Reading Package. Market-Driven Management. Corso di Laurea in Marketing, Comunicazione Aziendale e Mercati Globali) Create McGraw-Hill Education.