UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Market Analysis

2122-2-E1601N071

Learning objectives

BUSINESS ADMINISTRATION (Advanced)

Knowledge and understanding

The course is aimed at providing participants with advanced analytical and managerial tools.

The course presents the founding principles of Management by adopting a strategic managerial approach fitted in a national and international context.

Applying knowledge and understanding

The theoretical and practical knowledge acquired will enable the student to :

critically analyze the various economic sectoral national and international phenomena;

identify and treat the economic, social and competitive the different strategic choices ;

propose efficient solutions to complex problems and argued ;

identify the essence of a problem and apply general principles to specific cases

Contents

INTERNATIONAL MANAGEMENT

The first module of the course aims at answering to some fundamental questions: Why are companies successful? How can companies measure their success? How do companies build their success over time? How can a company replicate its success in the space and grow successfully in international markets? Is today's success sustainable in the future? How can companies facing troubles turnaround and return to profitability? The course has been designed to provide an

answer to the previous questions and stimulating active learning based on case discussion and group activities involving students.

Detailed program

INTERNATIONAL MANAGEMENT

The list of the topics covered in the course is provided below:

- What is strategy: a comparison of definitions
- International strategies
- Strategic decisions and operating profitability
- The evaluation of entrepreneurial formula
- Industry structure analysis: dynamic and static vision
- Competitive strategies
- Building and sustaining a competitive advantage based on differentiation
- Strategy based on costa advantage and focalization strategies
- Resources and competencies and sustainable competitive advantage
- Globalization, competitive dynamics and consumer purchasing behaviour
- Managing sales: product and price
- Managing sales: distribution and communication
- Managing sales on international markets (International markets marketing mix)
- Entry strategies in international markets

Prerequisites

Basic knowledge of business administration

Teaching methods

Lectures, case discussion and group projects classes.

Assessment methods

ATTENDING STUDENTS

A student is considered as attending if he/she attends classes preparing for the discussion of cases (A) and carries out the field project in group (B).

A. Discussion of cases

Each business case is discussed in plenary sessions. The case analysis should allow students to understand the following points:

a) Fundamental characteristics of the business and / or sector treated;

b) Problem under discussion;

c) Identification of strategic alternatives available;

d) Evaluation of alternatives (pros and cons);

e) Proposed strategy (which alternative?).

B1. Field project: Sector / country analysis

The objective of the project is to carry out an in-depth analysis of a sectorial context with traditional strategic analysis tools (five forces, main competitors, business models, ...) in a country. The project helps participants, first of all, to develop the ability to find and process data and analyze the internal structure of a sector; secondly, it allows to appreciate the differences in the competitive environment that a sector can have within different national contexts. The work is carried out in groups (minimum 3 - maximum 5 participants)

Each group will agree with the teacher the combination of sector / country. The seminar includes an intermediate session of discussion by the teacher with each group for the verification of the methodology.

The result of the group work will be a written report (maximum 15 pages plus attachments) that will be presented by each group within the last session (10-15 minutes per presentation). The classroom will vote for the best presentation that will receive an additional score.

The vote of the project and the qualification of attending are valid until the last appeal scheduled for the academic year 2019-2020 (September). Attending students cannot sit the exam with non-attending students until their status expires.

Attending students will be evaluated with reference to the following table:

Activity	Points
Individual (written test)	60
Group (Field Project)	40
Total score	100

Written exam. The written exam will take place in the regular exam sessions and will be divided into two parts: a part dedicated to business cases, mainly based on analysis and discussion in the classroom; a part dedicated to the theory, based on the lessons and readings assigned. The written test can include multiple choice questions, open questions, analysis of a case or an article assigned during the exam.

NON ATTENDING STUDENTS

Students who choose not to attend classes and not to participate in group activities are considered non attending. Non-attending students must take the written exam on the texts indicated for this modality.

Written exam. The written exam will take place in the regular exam sessions and will be divided into two parts: a part dedicated to the business cases available on the e-learning platform; a part dedicated to the theory, based on the lessons and readings assigned. The written test can include

Textbooks and Reading Materials

For “MARKET ANALYSIS”

E. Marafioti , F. Perretti (a cura di), “Strategie di internazionalizzazione (4° edizione). Milano, Egea, 2020;

V. CODA, G. INVERNIZZI, P. RUSSO, La Strategia Aziendale, Milano, McGraw-Hill, 2017

materiali in formato elettronico disponibili sulla piattaforma e-learning del corso.

In addition for not attending students: J.P. PETER, J.H. DONNELLY, C.A. PRATESI, Marketing 6/ed., McGraw-Hill, 2017 (Cap. 2, 3, 6, 7, 9, 10 e 11).