UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Market-Driven Management

2223-1-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

Business-level strategy

Corporate-level strategy

Cooperative strategy

Operations management

Prerequisites

Teaching methods

Lectures

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.

Textbooks and Reading Materials

- Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, (2017). Strategic Management: Competitiveness & Globalization, Concepts, 12e, Cengage Learning.
- Franco Fontana, Matteo Caroli (2017). Economia e gestione delle imprese 5/ed, McGraw-Hill.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE