

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

## **SYLLABUS DEL CORSO**

# **Market-Driven Management - 1**

2324-1-E1801M035-T1

### 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 strategic action, and the management of the main firm functions.

# **Detailed program**

Understanding the orientation to the market

Market-driven culture

The firm and its competitive environment

The firm resources and capabilities

The business model

Strategic planning and execution

**Business-level strategy** 

Competitive rivalry and competitive dynamics

Corporate-level strategy

International strategy

Cooperative strategy

Operations and innovation management

#### **Prerequisites**

None

### **Teaching methods**

Lectures and case studies with guest lecturers Teaching language: Italian

#### **Assessment methods**

At the end of classes a written exam will be based on the lectures' content (open questions). Open questions include both questions on wider issues (which require a longer answer) and quite specific questions (which require a short answer).

During the exam sessions, the exam will be oral and on the Textbooks 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