UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management - 2

2324-2-E3301M196-T2

Learning objectives

THE COURSE PROVIDES AN OVERVIEW OF SET OF BUSINESS MANAGEMENT. IT HAS THE OBJECTIVE TO PROVIDE STUDENTS THE BASIC OPERATION OF COMPANIES AND DEEPEN THE SPECIFIC PROBLEMS ON THE OPERATION OF CERTAIN MANAGERIAL AREAS.
THE COURSE PERMITS TO KNOW THE MAIN THEORIES ON THE FUNCTIONING OF ENTERPRISE AND MAIN GOVERNING TECHNICAL, THE UNDERSTANDING OF PROBLEMS TYPICAL OF THE FUNCTION OF PLANNING / PLANNING , MARKETING , ORGANIZATIONAL AND FINANCIAL.

Contents

THE COURSE IS ARTICULATED IN THE FOLLOWING TOPICS: ENTERPRISE (CONCEPTUAL FRAMEWORK); ANALYSIS OF ENVIRONMENTAL CONTEXT; DEFINITION AND METHOD OF PROCESSING POLICY OPTIONS; PLANNING AND CONTROL; MARKETING; ORGANIZATION; FINANCIAL CHOICES; FUNCTION RESEARCH AND DEVELOPMENT; INNOVATION; APPLICATIONS AND BUSINESS TOOLS.

Detailed program

1. Firms and their environment

- The firm and its competitive environment
- The national and industry context
- Firm size and corporate governance

2. Firm development: strategic and organizational issues

- Growth strategies, models and tools
- Strategy analysis
- Corporate strategy
- Business strategies
- Crisis management and corporate turnaround
- Innovation
- Corporate social responsibility and sustainability
- Performance evaluation

3. Strategy implementation

- Organizational design
- Growth financing

4. Management: key processes

- Markeying management
- Operations
- Logistics and supply chain management

Prerequisites

Business Administration

Teaching methods

LECTURES AND TUTORIALS

Assessment methods

WRITTEN TEST

Textbooks and Reading Materials

Tunisini A., Ferrucci L., Pencarelli T., (2020), Economia e management delle imprese. Strategie e strumenti per la competitività e la gestione aziendale. Second edition. Hoepli

Semester

II semester

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION