UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Market-Driven Management

2425-1-E1801M035

Learning area

Business Management

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:
• 18 lessons of 3 hours where the first part with explanations, and the second part interactive with students.
• 9 lessons of 2 hours where the first part with explanations, and the second part interactive with students.
Lessons will be in presence in class and some lessons could be taught remotely.
Teaching language: Italian
Semester: 2

Assessment methods

At the end of classes, a written exam will be based on the lectures' content. The written exam will be composed of open questions (explanation and understanding of topics covered in class). 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 to test the accumulated knowledge of students and their critical ability on crucial points of the program.

Textbooks and Reading Materials

- Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson. Strategic Management: Competitiveness and 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 | RESPONSIBLE CONSUMPTION AND PRODUCTION