



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Market-Driven Management - 2

2425-1-E1801M035-T2

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#### 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 of 3 hours each, delivered mainly with explanations, some of are interactive with students.

Lessons will be delivered 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 mainly 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.

## **Semester**

## **Teaching language**

## **Sustainable Development Goals**

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION

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