UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

## Market-Driven Management - 2

**2425-1-E1801M035-T2**

### 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