



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: markets analysis, the analysis of the competitive environment, the firm resources and competencies, the business model, the competitive strategies, and management of production activities.

#### Detailed program

Understanding the market orientation  
Market driven Cultures  
The firm and its competitive environment  
The firm resources and capabilities  
The business model  
Strategic planning and execution  
Competitive strategies  
Organization and human resource management  
Operations management

## **Prerequisites**

## **Teaching methods**

Lectures

(Lectures will be delivered in presence depending on the evolution of the COVID19 pandemic).

## **Assessment methods**

During the exam sessions, an oral exam on the Textbooks and Reading Materials published on the course page. The exam will be in presence depending on the evolution of the COVID19 pandemic.

## **Textbooks and Reading Materials**

Reading Package. Market-Driven Management. Create McGraw-Hill Education 2024 - TERZA EDIZIONE

Torrisi S., Graziano H., Eserciziario di economia e gestione delle imprese.

## **Semester**

## **Teaching language**

## **Sustainable Development Goals**

DECENT WORK AND ECONOMIC GROWTH | RESPONSIBLE CONSUMPTION AND PRODUCTION

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