UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management - 2

2425-2-E1802M116-T2

Learning objectives

Students will be able to:

- develop a critical analysis of the main issues related to business management and strategy and the development of a competitive advantage;

- understand the role of management and strategy in organizing resources and actors, especially in development and innovation processes.

Contents

The course aims at deepening the main issues related to firms' management and performances. It covers topics regarding managerial decisions, focusing on the main tools for strategic analysis and management, as well as on the key aspects concerning business processes and organizational aspects.

Detailed program

1) Firms and their environment

- The firm and its competitive environment
- The national and industry context
- Ownership structure and corporate governance
- Firm size
- The resource-based theory

2) Firm development and strategic analysis

- Growth strategies, models and tools
- Strategic analysis

3) Firm strategies

- Corporate strategy
- Business strategies
- Crisis management and corporate turnaround
- Innovation management
- Corporate social responsibility and sustainability

4) Strategy implementation

- Organizational design
- Growth financing

5) Value creation processes

- Marketing management
- Operations
- Logistics and supply chain management

6) Performance measurement

Prerequisites

Economia Aziendale

Teaching methods

In-class lectures (including case studies with guest lecturers)
Up to 20%: online lectures

Assessment methods

Written final exam on the whole program (with optional oral examination on the same program at the request of the teacher or student)

The written test consists of:

- multiple-choice questions, aimed to verify in an extensive way the student’s knowledge about the whole course program,

- open questions, aimed to assess more in-depth the student's knowledge and understanding of specific topics of

the course and their discipline-specific communication skills; open questions include both quite specific questions (which require a short answer) and questions on wider issues (which require a longer answer).

The final grade is calculated as a sum of the scores obtained in the single questions.

Textbooks and Reading Materials

Tunisini A., Ferrucci L., Pencarelli T., “Economia e management delle imprese”, nuova edizione, Hoepli, 2020

Semester

I semester

Teaching language

Italian

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION