



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management e Comunicazione - 1

2425-2-E3303M014-T1

Learning objectives

The course provide to students the basic knowledge of business management and communication. Students will be able to: analyze the competitive environment, know the principles of strategic analysis, know the competitive advantage creation process, know the different organizational model, recognize the business operation problems, know the firm's performance indicators. Know the most important aspects of corporate and marketing communication and brand management.

Contents

The course covers the business management field, especially from a strategic point of view. In particular, different decision support tools are presented to potentially analyze: competitive environment, development and growth strategies, operational management choices (e.g. organizational models, operations, marketing and communication, supply chain).

Detailed program

1) Firms and their environment

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

2) Firm development: strategic and organizational issues

- Growth strategies, models and tools
- Strategy analysis
- Corporate strategy
- Business strategies
- Crisis management and corporate turnaround
- Organizational design
- Human resource management
- Growth financing
- Performance measurement

3) Management: key processes

- Internationalization
- Innovation management
- Operations
- Logistics and supply chain management
- Marketing management
- Corporate social responsibility and sustainability

4. Marketing communication and brand management

Prerequisites

Business Administration

Teaching methods

Face-to-face lessons, 30% of lesson hours will be delivered remotely as per regulation, asynchronous recordings

Assessment methods

Written final exam on the whole program, with 3 open-ended questions

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

it will be possible to request a pre-appeal

Textbooks and Reading Materials

Tunisini A., Pencarelli T., Ferrucci L., "Economia e management delle imprese", Hoepli, Second Edition Cap. 1-16
Pastore A., Vernuccio M., "Impresa e comunicazione", Apogeo, Second Edition, Cap. 5-7-8-9.

Semester

II semester

Teaching language

Italian

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION
