



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management e Comunicazione - 2

2425-2-E3303M014-T2

Learning objectives

THE COURSE PROVIDES AN OVERVIEW OF SET OF BUSINESS MANAGEMENT. IT HAS THE OBJECTIVE TO PROVIDE STUDENTS THE BASIC OPERATION OF COMPANIES AND DEEPEN THE SPECIFIC PROBLEMS ON THE OPERATION OF CERTAIN MANAGERIAL AREAS.

THE COURSE PERMITS TO KNOW THE MAIN THEORIES ON THE FUNCTIONING OF ENTERPRISE AND MAIN GOVERNING TECHNICAL, THE UNDERSTANDING OF PROBLEMS TYPICAL OF THE FUNCTION OF PLANNING / PLANNING , MARKETING AND COMMUNICATION , ORGANIZATIONAL, PRODUCTIVE AND OF SUPPLY CHAIN.

Contents

THE COURSE IS ARTICULATED IN THE FOLLOWING TOPICS: ENTERPRISE (CONCEPTUAL FRAMEWORK); ANALYSIS OF ENVIRONMENTAL CONTEXT; DEFINITION AND METHOD OF PROCESSING POLICY OPTIONS; PLANNING AND CONTROL; MARKETING AND COMMUNICATION; ORGANIZATION; PRODUCTIVE CHOICES; SUPPLY CHAIN MANAGEMENT; RESEARCH AND DEVELOPMENT; INNOVATION; APPLICATIONS AND BUSINESS TOOLS.

Detailed program

1. Firms and their environment

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

2. Firm development: strategic and organizational issues

- Growth strategies, models and tools
- Strategy analysis
- Corporate strategy
- Business strategies
- Crisis management and corporate turnaround
- Innovation
- Corporate social responsibility and sustainability
- Performance evaluation

3. Strategy implementation

- Organizational design
- Growth financing

4. Management: key processes

- Marketing management and communication
- Operations
- Logistics and supply chain management

Prerequisites

Business Administration

Teaching methods

LECTURES, TUTORIALS, VIDEOS, TESTIMONIALS

Approximately:

45% of the course is organized according to classroom teaching (lectures with slides, audio and video)

30% of the course is organised in non synchronus/non synchronous teaching (video lessons provided via the e-learning platform), according to new academic guidelines

15% of the course is organized according to interactive teaching (case study presentation with students' comments)

10% of the course is dedicated to testimonials

Assessment methods

WRITTEN TEXT arranged as follows:

5 open-ended questions (they require the students to elaborate a short text on the topic for each question, in order to evaluate their understanding of the topic and the ability to critically syntethise concepts)

4 multiple choice questions (they provide students with multiple answer options, underwhich to choose the correct

one, in order to evaluate their understanding of detailed topics)

1 exercise (they require the students to apply a methodology to conduct a short firm evaluation - numerical or discursive - on a specific topic)

Textbooks and Reading Materials

Tunisini A., Ferrucci L., Pencarelli T., (2020), Economia e management delle imprese. Strategie e strumenti per la competitività e la gestione aziendale. Second edition. Hoepli

Invernizzi E., Romenti S., Corporate Communication and Public Relations Handbook, McGraw-Hill Education, 2023 (only: Chapter 4 - Internal-organizational communication; Chapter 8 - Marketing Communication)

Semester

II semester

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION
