



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management

2425-1-E1805M003-E1805M003-1

Learning objectives

Through the study of practical cases and applied activities, the course aims to:

- Develop critical analysis skills regarding the most significant contributions related to business management, strategic analysis, and the creation of competitive advantage.
- Familiarize students with and help them understand the main processes of management, organization, and business strategy, as well as the critical role of various resources and stakeholders involved in the processes of business development and innovation.

Contents

During the course, the main topics related to the functioning, management, and performance of businesses will be addressed. In particular, through innovative and interactive teaching methods, issues related to decision-making, organizational, and managerial processes will be explored, focusing on tools for strategic analysis and management, as well as organizational aspects and the main processes that comprise operational management.

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

Curiosity about management topics.

Teaching methods

The course combines in-person and online activities to promote interactive and practical learning. The in-person meetings, each lasting two hours, will take place on Saturday mornings. During the course, students will work on case studies and projects that will develop across various themes.

For each theme, students will participate in the following activities:

- Self-study: Personal research supported by readings and video snippets.
- Individual or group exercises: Practical activities with opportunities for self-assessment.
- Group forum: Tutor-led discussions where students can engage and deepen their understanding of the topics covered.
- Self-assessment quizzes: Questionnaires to evaluate their level of understanding independently.

Assessment methods

Completion of a group project work/business game with a maximum of 4 people and a written exam (5 multiple-choice questions and 2 short-answer questions). The project work and the written exam will be graded out of 30. The project work will account for 60% of the final grade, while the individual written exam will contribute the

remaining 40%. The final evaluation will be based on the weighted average of the two assessments.

Textbooks and Reading Materials

- Tunisini A., Ferrucci L., Pencarelli T., “Economia e management delle imprese”, nuova edizione, Hoepli, 2020
- Readings and cases provided by the instructor.

Semester

Second semester

Teaching language

Italian

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH
