UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Organizzazione Aziendale

2526-2-E2001R010

Course title

BUSINESS ORGANIZATION AND MARKETING

Topics and course structure

The course explores managing communication processes in companies and institutions, with an analysis of their contexts in action.
To develop skills of interpretation of different contexts, the Business Organization and Marketing course addresses the knowledge of organizations and tools and policies of organizational communication.
Strategic choices, organizational dynamics and marketing mix tools are addressed during the course

Objectives

Knowledge and understanding

Students will acquire solid and systematic knowledge on the use of tools and communication processes in organizations, and in particular marketing communication and internal communication.

Ability to apply knowledge and understanding

Students will learn to use concepts described above by applying them in the study of business cases and in exercices

Methodologies

Face-to-face and remote lessons are planned, as well as in-person teaching activities dedicated to the discussion of cases, exercises and group projects.
The hours delivered remotely will be 10.

Online and offline teaching materials

Case studies, videos, slides

Programme and references

• Robbins S.P., Judge T.A., Bodega D., Comportamento organizzativo, Diciottesima edizione, Pearson Italia, 2021. ISBN-13 ? : ? 978-8891906175

Winer R.S., Ravi D., Mosca F., Marketing management, Seconda edizione, Apogeo, 2013 (esclusi i capitoli 5,8,13,14). Il cap.3 fino a pag.105 e il cap.6 fino a pag.216.

Case studies, on line materials

Assessment methods

For attending students: oral exam and written analysis of an assigned case study.

For non-attening students: oral exam.

Exams verify the preparation of the students on the basis of the contents that can be acquired through the study of the books indicated in the bibliography (including case studies).

Office hours

Students can meet the professor, contacting her via email (marta.jakob@unimib.it) to set the timing. The virtual meeting will take place in the professor webex room:
https://www.unimib.it/marta.jakob

Programme validity

Two academic years

Course tutors and assistants

Assistant: dr. Giuseppina Debbi
Tutor: dr. Ilenia Bua

Sustainable Development Goals

GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES