UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management e Comunicazione - 2

2526-2-E3303M014-T2

Learning objectives

The course provides a comprehensive overview of the enterprise within the complexity of today's global economic context, equipping students with fundamental knowledge of how entrepreneurial organizations operate and exploring specific issues in key management areas.
The study program will enable students to understand the main theories related to business management and to apply core techniques essential for analyzing typical challenges in planning and programming, marketing and communication, organizational structure, production, and logistics.
At the end of the course, students will have acquired:

- Knowledge and understanding of the main managerial theories, as well as of business management and communication processes
- Applied knowledge and understanding of key strategic and operational business issues, through the use of corporate diagnostic tools and leading performance indicators
- Making judgments in evaluating the strategic and operational performance of the enterprise
- Communication skills through individual or group production of short presentations or reports applied to the analysis of business cases
- Learning skills with the ability to learn and adopt an approach to managing complex management and communication processes

Contents

The course is structured around the analysis of the following main topics:
the enterprise (conceptual framework);
analysis of the environmental context;
definition and development methods of strategic options;
the corporate governance process;
planning and control;

marketing and communication;
business organization;
production choices;
supply chain management; t
innovation;
business applications and 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

4. Management: key processes

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

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 syncronus/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 (tey require the students to apply a methodology to conduct a short firm evaluation - numerical or discursive - on a specific topic)

Two partial exams may be organised, as follows:

- First partial exam, aimed at assessing the student’s level of learning on the first part of the program. The exam will take place during the period indicated in the academic calendar.
- Second partial exam, aimed at assessing the student’s level of learning on the second part of the program. The exam will take place at the end of the course.
  The partial exams will have the same structure as the written exam and will follow the same objectives and methods for assessing learning.

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