UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Market-Driven Management

2526-1-E1806M007

Learning area

Business Management

Learning objectives

The course examines the overall organization, strategies, and management of key processes in market-driven companies. In particular, it aims to provide students with the knowledge and tools necessary to understand market-oriented companies and to assess the impact of their presence within the competitive environment.

Knowledge and Understanding
Students will gain insights into the context in which market-driven companies operate, the basic principles of market-driven management, and the tools and strategies used to create and distribute value, as well as to build relationships with partners and consumers.

Applying Knowledge and Understanding
Students will be able not only to understand key aspects of market-driven management, but also to apply what they have learned in defining business strategies and decisions.

Making Judgements
Students will be capable of integrating the knowledge of market-driven management listed above and formulating judgments based on received information. This independent thinking is reflected in their ability to evaluate and choose among different options and decisions related to market-driven management, providing justification for their choices.

Communication Skills
Students will develop the ability to clearly explain the context in which market-driven companies operate, their distinctive characteristics, and the main strategies used to generate/distribute value and to relate with the market.

Learning Skills
Students will develop learning abilities that will allow them to continue studying -largely through self-directed or autonomous learning-, topics related to market-driven management in light of ongoing market changes.

Contents

The course covers various issues concerning market-driven management: the analysis of the competitive environment, the firm resources and competencies, the business model, the strategic action, and the management of the main firm functions.

Detailed program

Understanding the orientation to the market

Market-driven culture

The firm and its competitive environment

The firm resources and capabilities

The business model

Strategic planning and execution

Business-level strategy

Competitive rivalry and competitive dynamics

Corporate-level strategy

International strategy

Cooperative strategy

Operations and innovation management

Prerequisites

None

Teaching methods

Lectures:

• 18 lessons of 3 hours where the first part with explanations, and the second part interactive with students.
• 9 lessons of 2 hours where the first part with explanations, and the second part interactive with students.
Lessons will be in presence in class and some lessons could be taught remotely.
Teaching language: Italian
Semester: 2

Assessment methods

At the end of classes, a written exam will be based on the lectures' content. The written exam will be composed of open questions (explanation and understanding of topics covered in class). Open questions include both questions on wider issues (which require a longer answer) and quite specific questions (which require a short answer).
During the exam sessions, the exam will be oral and on the Textbooks published on the course page to test the accumulated knowledge of students and their critical ability on crucial points of the program.

Textbooks and Reading Materials

- Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson. Strategic Management: Competitiveness and Globalization, Concepts. 12e, Cengage Learning.
- Franco Fontana, Matteo Caroli (2017). Economia e gestione delle imprese 5/ed, McGraw-Hill.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION