



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management

2526-1-E3304M001-E3304M001-1

Learning objectives

The aim of the course is to provide students with theoretical and applied knowledge on business and general management.

The course examines the main strategic and operational activities of the firm. It aims to provide (a) a framework of the strategic business activities through the analysis of alternative strategic paths; (b) the analytical tools used to understand the characteristics and the evolution of industrial sectors.

During the course, traditional lectures will be integrated by innovative teaching approaches such as cases discussion and managers' seminars.

Key learning goals :

- Demonstrate an understanding of and familiarity with the world of business and its terminology.
- Identify and define the firm's competitive environment
- Acquire knowledge and tools to understand how to design and implement a business strategies
- Describe the responsibilities and significance of the main organizational function

Contents

- Analisi dell'ambiente
- Analisi esterna: Struttura del settore, forze competitive e gruppi strategici
- Analisi interna: Risorse, capacità e competenze distintive
- Cos'è la strategia?
- Strategia aziendale: Differenziazione, leadership di costo e oceani blu
- Strategia corporativa: Integrazione verticale e diversificazione
- Strategia globale: Competere a livello mondiale
- All'interno dell'azienda: una panoramica di organizzazione, imprenditorialità e innovazione

Detailed program

Session

- 1.1 Introduction to the course
- 1.2 Micro and macro environment
- 1.3 PESTEL analysis
- 1.4 Industrial sector
- 1.5 Porter's 5 forces
- 1.6 Resources, capabilities and competitiveness
- 1.7 Case discussion

Session

- 2.1 Introduction to corporate and business strategies
- 2.2 Business strategies: The generic strategies
- 2.3 Corporate strategies: Diversification, integration and industrial districts
- 2.4 International business
- 2.5 Case discussion

Session

- 3.1 Organization
- 3.2 Entrepreneurship
- 3.3 Innovation
- 3.4 Case discussion

Prerequisites

NA

Teaching methods

This course will be delivered through a combination of theoretical lectures, case study discussions, and sessions with expert speakers.

Assessment methods

Attending and non-attending students

The grade is based on a written exam. The exam will be structured as follows:

- Closed ended questions
- Open ended questions: students are asked to write a short paragraph on a topic.

Textbooks and Reading Materials

1. Book: Frank T. Rothaermel: Strategic Management, 6th edition . <https://www.mheducation.co.uk/strategic-management-concepts-ise-9781266191862-emea-group>
2. Case studies, slides and articles available on the e-learning platform.

Semester

Year 1, Semester 2

Teaching language

English

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE
