UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management e Comunicazione - 1

2627-2-E3305M013-T1

Learning objectives

The course addresses the topic of business management and communication from a theoretical point of view and managerial tools.
The educational objectives will be divided in particular into the following areas of expertise:
Knowledge and understanding of management processes and business communication as a university course and as a subject of professional specialization.
Knowledge and understanding applied to the managerial and professional aspects of business management and communication.
Autonomy of judgment on the possibilities of professional and managerial use of the subject, to be developed also through the study of business cases.
Practical skills in the field of business management and communication, to be developed also through the study of business cases
Ability to learn the theoretical aspects of business management and communication applied to the profession and management
In particular, students will be able to analyze the competitive context, know the principles of strategic analysis, know the methods of creating competitive advantage and business value, know the organizational choices and problems of business operation, know the business performance indicators. They will also learn the most important aspects of corporate and marketing communication and brand management.

Contents

The course deals with business management, especially in a strategic key. In particular, reference is made to decision support tools to analyze: the environment in which the company is inserted, lines of development and growth, operational management choices (e.g. organizational models, finance, production, marketing and communication, supply chain). The topic of communication will be treated mainly in reference to marketing communication and the tools of the marketing communication mix.

Detailed program

1) Firms and their environment

- The firm and its competitive environment
- The national and industry context
- Firm size and corporate governance
- The resource-based theory

2) Firm development: strategic and organizational issues

- Growth strategies, models and tools
- Strategy analysis
- Corporate strategy
- Business strategies
- Crisis management and corporate turnaround
- Organizational design
- Human resource management
- Growth financing
- Performance measurement

3) Management: key processes

- Internationalization
- Innovation management
- Operations
- Logistics and supply chain management
- Marketing management
- Corporate social responsibility and sustainability

4. Marketing communication and brand management

Prerequisites

Economia Aziendale 1, Economia Aziendale 2

Teaching methods

Face-to-face lessons, 30% of lesson hours will be delivered remotely as per regulation, asynchronous recordings. Teacher-centred methods: frontal lessons and business cases on the course topics

Assessment methods

Written exam (3 structured open questions).

It will be possible to request a pre-appeal
In particular, the following will be assessed:
Theoretical knowledge related to the exam program;
Knowledge related to the exam program applied to concrete business cases that the student can freely describe in the exam;
The ability to judge the application of theoretical knowledge related to the exam program to business cases;
Communication skills regarding the topics of the exam program;
The ability to learn and apply the topics of the exam program to concrete business cases

Textbooks and Reading Materials

Tunisini A., Pencarelli T., Ferrucci L., “Economia e management delle imprese”, Hoepli, Second Edition Cap. 1-16
Pastore A., Vernuccio M., "Impresa e comunicazione", Apogeo, Second Edition, Cap. 5-7-8-9.

Semester

II semester

Teaching language

Italian

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION