



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Market-Driven Management - 2

2627-1-E1806M007-T2

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

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 closed questions and 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. 14e, Cengage Learning.

- Matteo Caroli (2021). Economia e gestione sostenibile delle imprese, McGraw-Hill.
- Torrìsì, S., & Hermann, G. (2019). Eserciziario di economia e gestione delle imprese (pp. 1-76). McGraw Hill Education.

Semester

Il semester

Teaching language

italiano

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION
