
Strategic planning and management control

Finalità

This course covers the design and use of systems that assist management in insuring that organizations achieve their goals, i.e., strategic planning and management control systems. It presents basic principles of management control and uses of management control systems to plan, control, and evaluate organizational activities. The course presents an extensive discussion of marketing planning including segmentation, new product development as well as consolidated techniques such as balanced scorecard and value chain.

Programma

Part I: Strategic marketing

Market demand and potential forecast

Market segmentation

Brand and product positioning

New product development

Parte II: Management control

Value chain

Balanced scorecard

Responsibility centres

Profit centres

Attività d'esercitazione

Part I: statistical techniques for segmentation, positioning and new product development decisions. Part II: case studies will be presented and discussed.

Modalità d'esame

Oral and written.

Propedeuticità

None

Testi consigliati

Notes by teacher