



Competition 2015/16

Written test

INNOVATION

- The transition from product-based business models to service-based business models
- Open innovation strategies: the perspectives of large companies and SMEs
- Growth patterns of high-tech start-ups in different scientific and technological fields

GENERAL MANAGEMENT

- The concept(s) of “capital” in contemporary business: a managerial perspective
- Business strategy: challengers in contemporary business
- Major innovations in management: select and discuss the most important innovations in management of last 50 years

SUSTAINABILITY

- The effect of environmental and social liability on organizational dynamics at firm level
- The EU environmental strategy towards circular economy: industrial symbiosis, closed-loop supply chains and efficient use of natural resources
- The future challenge of business embeddedness on biodiversity and ecosystem services

HEALTH

- Governance and management tools for sustainability of healthcare systems
- Combining quality, patient satisfaction efficiency in healthcare
- Planning and control systems in the public healthcare sector



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INNOVATION

- What is the role of finance in the innovation process?
- The concept of Open Innovation has received significant attention during the last 10 years, after Henry Chesbrough coined the term. Briefly describe this idea, identify the points of connection with other parts of management and discuss the focus of a possible research project related to open innovation.
- Is it better to innovate or to imitate? Discuss, explain and possibly provide examples.

GENERAL MANAGEMENT

- When foreign corporations buy Italian companies should we be happy or worried?
- Discuss the role of annual reports in company communication and its relation to voluntary reporting.
- Discuss business Model innovation in the digital sector.

SUSTAINABILITY

- Recent studies have shown that for many sectors and branches the most significant environmental and social impacts are those produced in the supply chain by providers of raw materials, intermediate goods and auxiliaries. Please discuss how a sustainable procurement approach can be developed by private or public organisations and on which methodological and operational tools this approach could rely on.
- The challenge of sustainable development has been overflowed by significant events during the last year (e. g. 2015 Paris Climate Conference; UN Agenda 2030 with Sustainable Development Goals; Pope Francis' Encyclical Laudato Si). Discuss the extent to which these events can affect business strategy in the next years and how these effects may be investigated.
- Sustainability reporting and accountability: how have the legal and standardisation frameworks changed over recent years? What are the most significant innovations introduced in these frameworks with respect to the non-financial variables and how can they affect the reporting strategies and tools adopted by companies?

HEALTH

- From performance measurement to performance management in health care.
- Discuss the main issues related to managing healthcare in face of the current economic crisis
- How to evaluate performances in the healthcare sector?