COURSE DETAIL

PRICING
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Graduate
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 209
UCEAP Course Suffix
UCEAP Official Title PRICING
UCEAP Transcript Title PRICING
UCEAP Quarter Units 2.50
UCEAP Semester Units 1.70

Course Description
This course provides a comprehensive framework, starting from the current price centricity in today's business patterns, through tools that execute both price fixing and price management topics. Students review case discussions, lectures, and speeches by top managerial figures such as chairmen, CEOs, and EVPs. Lastly, the course discusses a road map for a strategic pricing management in a successful company, acting as a practical toolkit for students. Students discuss topics including the rationale of focusing a business strategy on the maximization of margin, rather than revenues only, to have superior asset performance; advanced pricing tools and metrics; and planning and executing strategic pricing management programs consistently. The course consists of a hybrid of lectures, cases, and guest speaker sessions.

Language(s) of Instruction
English

Host Institution Course Number
10948

Host Institution Course Title
PRICING

Host Institution Course Details

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
SDA Bocconi - School of Management

Course Last Reviewed

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