COURSE DETAIL

SOCIAL MOVEMENTS AND THE COMPETITIVE STRATEGY OF FIRMS
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 224
UCEAP Course Suffix
UCEAP Official Title SOCIAL MOVEMENTS AND THE COMPETITIVE STRATEGY OF FIRMS
UCEAP Transcript Title SOCIAL MVMTS&FIRMS
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
Social movements are one of the principal social forms through which collectivities give voice to their concerns about the rights, welfare, and well-being of themselves and others by engaging in various types of collective action and social protest. In affecting civil societies, many social movements have a large impact on markets by reducing the legitimacy of some industries (e.g., the tobacco industry) or by creating new industries and niches (e.g., the organic food industry or the open source software). These social movements also have a large impact on companies by making them the targets of anti-corporate activism or helping them to differentiate their offers. This course develops the conceptual foundations, frameworks, and methods for analyzing the intersection between social movements and firms' competitive arena, by focusing on the strategic responses of companies to the redefinition of existing markets and industries linked to social movements' challenges and demands. The course consists of three main sections. The first section regards social movements; students discuss topics including the analysis of social movements, different kinds of social movements, how they develop, how they are organized, and their strategy and evolution. The second section examines companies. Students analyze the strategic options of companies to the actions fostered by social movements: the corporations as targets, opponents, or participants in movements; the interplay of movements with organizational identities, images, and reputations; and how companies mobilize resources, networks, and audiences for the construction of new competitive arenas and new entrepreneurial identities. In the final section on markets and industries, the course explores the relations between social movements and competitive arenas: the origins of critique and transformation of industry and economic regimes; the movements' processes in the creation of new industries and categories; the construction of new entrepreneurial forms; and the legitimation of institutional and competitive alternatives. There are individual assignments, group assignments, and a written final exam.

Language(s) of Instruction
English

Host Institution Course Number
20424

Host Institution Course Title SOCIAL MOVEMENTS AND THE COMPETITIVE STRATEGY OF FIRMS
Host Institution Course Details
Host Institution Campus University of Commerce Luigi Bocconi
Host Institution Faculty
Host Institution Degree
Host Institution Department Management and Technology
Course Last Reviewed

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