

# COURSE DETAIL

## CORPORATE CITIZENSHIP

**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**

218

**UCEAP Course Suffix****UCEAP Official Title**

CORPORATE CITIZENSHIP

**UCEAP Transcript Title**

CORP CITIZENSHIP

**UCEAP Quarter Units**

2.50

**UCEAP Semester Units**

1.70

## **Course Description**

This course explores how firms can take a proactive approach to the management of the meta-economic relationships with their non-market stakeholders. The course examines what corporate citizenship means today for managers, paying attention to the expectations they face, and the range of decisions they can take to deal effectively with these expectations. To prepare students for the management of corporate citizenship initiatives, the course focuses on three skills: identifying the opportunities and challenges posed by the non-market environment, designing corporate citizenship initiatives suitable to create relevant intangible assets, and understanding the relationship between corporate citizenship and competitive advantage. The course consists primarily on class discussions, role-plays, and case studies.

## **Language(s) of Instruction**

English

## **Host Institution Course Number**

10456

## **Host Institution Course Title**

CORPORATE CITIZENSHIP

## **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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