

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 Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

SDA Bocconi - School of Management

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