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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