

COURSE DETAIL

PUBLIC MANAGEMENT

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

179

UCEAP Course Suffix**UCEAP Official Title**

PUBLIC MANAGEMENT

UCEAP Transcript Title

PUBLIC MGMT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course develops an understanding of the reasons, the range, and the extent of business-government relations, and develops concrete skills in order to effectively manage these relations. Through an interactive approach, the course shows the empirical application to healthcare sector. More specifically, the course illustrates the relations between the industry of medical technologies and public administration as to the several strategies of market access as a concrete and interesting case of how managing business government relations becomes crucial to succeed from both sides. The case of the healthcare sector covers a relevant part of the whole course because it is highly representative of public-private interrelations and lends itself to be representative of different jurisdictions.

Language(s) of Instruction

English

Host Institution Course Number

30444

Host Institution Course Title

PUBLIC MANAGEMENT (BUSINESS GOVERNMENT RELATIONS)

Host Institution Course Details

https://didattica.unibocconi.it/ts/tsn_anteprema.php?cod_ins=30444&anno=2023&ld...

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Social and Political Sciences

Course Last Reviewed

2023-2024

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