

# 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\\_antepri...&cod\\_ins=30444&anno=2023&Id...](https://didattica.unibocconi.it/ts/tsn_antepri...)

### **Host Institution Campus**

Bocconi University

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Social and Political Sciences

### **Course Last Reviewed**

2023-2024

[Print](#)