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_anteprima.php?cod_ins=30444&anno=2023&Id...

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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