COURSE DETAIL

SUSTAINABILITY AND CORPORATE COMMUNICATION
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 178
UCEAP Course Suffix
UCEAP Official Title SUSTAINABILITY AND CORPORATE COMMUNICATION
UCEAP Transcript Title SUSTNBLTY&CORP COMM
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course discusses insights into sustainable corporate communication in the digital age, and stakeholder relations from a sustainability perspective. The course analyzes and evaluates how business environment and sustainability issues affect corporate communication, how companies engage in the best practice of sustainability and corporate communication, and how companies foster stakeholder trust and relationships. Knowledge from this course may be applied to case studies to understand sustainability and corporate communication in the real life. This course equips students who are interested in ESG with skills on sustainability and corporate communication to help them become future leaders of sustainable sectors, industries or companies.

Language(s) of Instruction
English

Host Institution Course Number
30598

Host Institution Course Title
SUSTAINABILITY AND CORPORATE COMMUNICATION

Host Institution Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30598&anno=2024&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Accounting

Course Last Reviewed

2023-2024

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