

# 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 Campus

Bocconi University

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Accounting

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