

COURSE DETAIL

MANAGEMENT OF CULTURAL COMPANIES AND INSTITUTIONS

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

182

UCEAP Course Suffix**UCEAP Official Title**

MANAGEMENT OF CULTURAL COMPANIES AND INSTITUTIONS

UCEAP Transcript Title

MGMT CULTR COMPNIES

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course introduces the broad array of disciplines dealing with the management of different types of institutions (firms, families, public administration) and with different degrees of specialization (manufacturing, service companies, firms operating in specific industries), analyzing their management, organization, performances, and the relationship they put in place with different stakeholders, namely customers. During the course, concepts and tools are presented, stressing in particular the conditions for the economic viability of cultural firms and institutions. More specifically, the course aims at: Transferring concepts and the basic management vocabulary; providing a unified view of firms' structure and functioning, independently from their type (private, public, no profit) and industry; highlighting the role of the manager in charge of making a synthesis between multiple stakeholders with often conflicting goals, for the sake of the firm's continuity; showing the specificity and the main managerial challenges for firms operating in cultural industries and often influenced by the political and institutional level, and for those characterized by a tension between creativity and industrial logic (design-based companies, fashion companies).

Language(s) of Instruction

English

Host Institution Course Number

30267

Host Institution Course Title

MANAGEMENT OF CULTURAL COMPANIES AND INSTITUTIONS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

