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 Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30267&anno=2025

Host Institution Campus

Host Institution Faculty

Host Institution Degree
Host Institution Department Management and Technology
Course Last Reviewed 2024-2025

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