Corporate Governance and Corporate Reputation

Content: The course of Corporate Governance generally refers to the mechanisms and processes by which corporations are controlled and directed. Corporate Governance defines the responsibilities among different participants in enterprises (mainly the board of directors, managers, shareholders and other stakeholders) and includes the rules and procedures for making corporate decisions. As these decisions influence a wide circle of stakeholders and the natural environment, corporate governance should be seen together with CSR as a tool for sustainable development. That is why the course contains both theoretical background of corporate governance and its practical dimension (national codes, case studies).

Corporate reputation is the significant indicator of how stakeholders perceive the company. Good perception results in increase of sales, better employees, favorable public opinion, better investment possibilities, etc. A bad reputation can lead to distrust and lost sales, as well as a loss of investment opportunities. There are a number of methods to evaluate reputation, the most efficient among them being the 360 degrees evaluation method and the Harris-Fombrun quotient. A special case in reputation management is the one of reputation crisis management. The company should be prepared for possible reputation crisis and have the crisis manual.

Methods: Mixed methods used: lectures (limited, open to questions), team work, case studies, group discussions and debates (Lincoln-Douglas style), ...

Competences and skills to be acquired: Students will acquire general knowledge concerning corporate governance, master analysis of European documents and case studies, get practice at presenting arguments and supporting them with evidence concerning the topic, get aware of problems and difficulties while implementing corporate governance rules. Students will also acquire research and innovative thinking competences, planning and program designing skills as well as teamwork and leadership skills.

Prerequisites: General knowledge of corporate social responsibility, good level of the English language Basic knowledge in research work, management

Language of instruction: English

Recommended for: Economics, Social Studies