COURSE DETAIL

BUSINESS MODELS IN CREATIVE INDUSTRIES
Country Italy
Host Institution University of Bologna
Program(s) University of Bologna
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 182
UCEAP Course Suffix
UCEAP Official Title BUSINESS MODELS IN CREATIVE INDUSTRIES
UCEAP Transcript Title BUS MDLS CRTV INDST
UCEAP Quarter Units 4.00
UCEAP Semester Units 2.70

Course Description

This is a graduate level course that is part of the Laurea Magistrale program. The course is intended for advanced level students only. Enrollment is by consent of the instructor. This course provides a broad view of the major economic features of several artistic, cultural, and entertainment activities in creative industries. Upon completion of the course, students are able to: define the distinctive features of organizations operating in the creative industries; illustrate how these organizations can be financially viable; apply analytical, planning, and control tools such as the business model canvas and revenues and costs analysis; and analyze and critically evaluate the business model and governance solution of an organization operating in the creative industries. The course is organized around four themes: defining creative industries; defining business models and the Business model canvas; understanding better the Costs and Revenues components of the business model canvas; and governance and business model in the creative industries.

Language(s) of Instruction
English

Host Institution Course Number
28363

Host Institution Course Title
BUSINESS MODELS IN CREATIVE INDUSTRIES (LM)

Host Institution Course Details
https://www.unibo.it/en/teaching/course-unit-catalogue/course-unit/2022/385436

Host Institution Campus
BOLOGNA

Host Institution Faculty

Host Institution Degree
LM in INNOVATION AND ORGANIZATION OF CULTURE AND THE ARTS

Host Institution Department
Management

Course Last Reviewed
2022-2023

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