

# 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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