COURSE DETAIL

SKILLS TRIAL - CHALLENGES AND ALLIANCES IN THE TELECOMMUNICATION, MEDIA, AND IT INDUSTRY

Country
Italy

Host Institution
University of Commerce Luigi Bocconi

Program(s)
Bocconi University

UCEAP Course Level
Graduate

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
217

UCEAP Course Suffix

UCEAP Official Title
SKILLS TRIAL - CHALLENGES AND ALLIANCES IN THE TELECOMMUNICATION, MEDIA, AND IT INDUSTRY

UCEAP Transcript Title
SKILLS TRIAL:TELCM

UCEAP Quarter Units
2.50

UCEAP Semester Units
1.70

Course Description
This course consists of two major parts: an overview of the telecommunication industry and a case study. The first part of the course explores the TLC industry, its value chain, the emerging trends, and its regulation. The second part of the course utilizes Telecom Italia as a case to discuss current and future challenges for the TLC and the media industry, the relationships between Telecom operators and OTT players, and the dynamics along the value chain. For the final presentation, students choose a benchmark for Telecom Italia in order to suggest to the company a possible evolution in terms of business model, technology focus, premium services, and alliances. The case discussion format is highly interactive, combining short lectures, case discussions, team work, role playing, executive guest speeches (from telecom, technology and digital players, and main consulting firms), and team presentations.

Language(s) of Instruction
English

Host Institution Course Number
10583

Host Institution Course Title
SKILLS TRIAL - CHALLENGES AND ALLIANCES IN THE TELECOMMUNICATION, MEDIA AND IT INDUSTRY

Host Institution Course Details

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

SDA Bocconi - School of Management

Course Last Reviewed

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