

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

Course Last Reviewed

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