

## 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 Campus**

University of Commerce Luigi Bocconi

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

SDA Bocconi - School of Management

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