COURSE DETAIL

COMPETITIVE STRATEGIES IN CREATIVE INDUSTRIES
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 126
UCEAP Course Suffix
UCEAP Official Title COMPETITIVE STRATEGIES IN CREATIVE INDUSTRIES
UCEAP Transcript Title COMPTITVE STRATEGY
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course explores the decisions that executives in the creative industries have to make in order to carve competitive positioning and ensure long-term sustainability for their companies. The schedule is organized into four modules with the goal to help students develop an analytic toolkit for understanding strategic issues and hone their ability to structure complex business problems and make decisions in lack of complete information. The modules are: 1) formulation of competitive strategy for a given business of a firm (how to play in relation to the external and internal environments and the changes both constantly undergo); 2) developing an understanding on how multi-business firms determine the scope of their activities (where to play in terms of product/customer segments, geographies and value chains); 3) operations management and its strategic centrality to cope with constant changes in customer preferences, networks of supply and demand, and developments in technology; and 4) analyzing strategic decisions that are specific of and key to current competitive landscapes in the creative fields. The ultimate objective of the course is to provide students with a coherent theoretical framework useful to the stimulation and development of their strategic decision-making in different situations. Prerequisite: students should be familiar with the fundamentals of management and microeconomics.

Language(s) of Instruction
English

Host Institution Course Number
30269

Host Institution Course Title
COMPETITIVE STRATEGIES IN CREATIVE INDUSTRIES

Host Institution Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30269&anno=2024&Id...

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management and Technology

Course Last Reviewed
2023-2024

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