

COURSE DETAIL

BUSINESS STRATEGY AND INNOVATION IN CULTURAL 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

160

UCEAP Course Suffix**UCEAP Official Title**

BUSINESS STRATEGY AND INNOVATION IN CULTURAL INDUSTRIES

UCEAP Transcript Title

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UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course is part of the Laurea Magistrale degree program and is intended for advanced level students. Enrolment is by consent of the instructor. The course provides a general overview on business strategy main concepts and definitions. These concepts are discussed under critical lights by relating them to real world cases. Specific topics regarding the cultural and creative industries are addressed during the classes, and the boundaries between standard industrial contexts and the cultural ones are explored in depth. The classes cover the following topics introduction: what is a business strategy; the external perspective on strategy; the internal perspective on strategy; competitive advantage; competition analysis; partnerships and strategic alliances; innovation in cultural and creative industries; business models in creative and cultural industries; and intermediation in cultural and creative industries.

Language(s) of Instruction

English

Host Institution Course Number

85462

Host Institution Course Title

BUSINESS STRATEGY AND INNOVATION IN CULTURAL INDUSTRIES (1) (LM)

Host Institution Course Details

<https://www.unibo.it/en/teaching/course-unit-catalogue/course-unit/2022/424650>

Host Institution Campus

BOLOGNA

Host Institution Faculty

Host Institution Degree

LM in DIGITAL HUMANITIES AND DIGITAL KNOWLEDGE

Host Institution Department

Classical Philology and Italian Studies

Course Last Reviewed

2022-2023

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