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 BUS STRAT CULTR IND
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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