

COURSE DETAIL

ENTREPRENEURSHIP AND STRATEGIC INNOVATION IN THE FASHION INDUSTRY

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

177

UCEAP Course Suffix**UCEAP Official Title**

ENTREPRENEURSHIP AND STRATEGIC INNOVATION IN THE FASHION INDUSTRY

UCEAP Transcript Title

ENTRPR&STRTG FASHN

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course uses experiential learning to develop the skills most critical to success in today's business landscape: designing and planning innovative business models. The course offers an industry focus on fashion, luxury, and retail, and integrates key topics such as sustainability and digitalization. This course explores how to design innovative business models with the support of a proprietary simulation software that allows to develop a practical approach integrating creative ideas with competitive and financial dimensions. Students can see the immediate consequences of their decisions and learn what it's truly like to juggle competing priorities amidst a constant influx of information provided by the professors. The learning process is enhanced by the collaboration of external guest speakers and a start-up accelerator.

Language(s) of Instruction

English

Host Institution Course Number

30529

Host Institution Course Title

ENTREPRENEURSHIP AND STRATEGIC INNOVATION IN THE FASHION INDUSTRY

Host Institution Course Details

https://didattica.unibocconi.it/ts/tsn_antepreima.php?cod_ins=30598&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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