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&STRTGY 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_anteprima.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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