

## 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&STRTRY 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\\_anteprema.php?cod\\_ins=30598&anno=2024&ld...](https://didattica.unibocconi.it/ts/tsn_anteprema.php?cod_ins=30598&anno=2024&ld...)

**Host Institution Campus**

Bocconi University

**Host Institution Faculty**

<b>Host Institution Degree</b>
<b>Host Institution Department</b> Management and Technology
<b>Course Last Reviewed</b> 2023-2024

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