

# COURSE DETAIL

## BUSINESS MODELS IN CREATIVE 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**

162

**UCEAP Course Suffix****UCEAP Official Title**

BUSINESS MODELS IN CREATIVE INDUSTRIES

**UCEAP Transcript Title**

BUS MDLS CRTV INDST

**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. Enrollment is by permission of the instructor. The course provides a broad view of the major economic, organizational, and governance-related features of several artistic, cultural, and entertainment activities in creative industries. At the end of the course, the student is able to analyze the business model of organizations operating in the cultural and creative industries.

Upon completion of the course, students are able to: Define the distinctive features of organizations operating in the creative industries; Illustrate how these organizations can be financially viable; Apply analytical, planning and control tools such as the business model canvas and revenues and costs analysis; Analyze and critically evaluate the business model and governance solution of an organization operating in the creative industries; Develop and improve presentation skills, both in written and oral form. The course is organized around four themes: Defining creative industries, defining business models and the Business model canvas, understanding better the *Costs and Revenues* components of the business model canvas, and governance and business model in the creative industries.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

B5631

### **Host Institution Course Title**

BUSINESS MODELS IN CREATIVE INDUSTRIES

### **Host Institution Course Details**

<https://www.unibo.it/en/study/course-units-transferable-skills-moocs/course-uni...>

### **Host Institution Campus**

BOLOGNA

**Host Institution Faculty**

**Host Institution Degree**

LM in INNOVATION AND ORGANIZATION OF CULTURE AND THE ARTS

**Host Institution Department**

MANAGEMENT

**Course Last Reviewed**

2025-2026

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