

STRATEGIC ANALYSIS OF ITALIAN INDUSTRIES

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Key Topics: Made in Italy's industries and their strategic development

Timetable & Contents

L1 – 24 Feb (14-16) – Course Introduction: what does Made in Italy mean to you?

L2 – 3 Mar (10-13) – The Italian Economic System: why Italy is changing and how

L3 – 9 Mar (14-17) – Heritage and Competition: how Italian companies can profit from their glorious past

L4 -10 Mar (10-13) – The Italian Fashion System (team building & creative session)

L5 – 17 Mar (10-13) – Patrizia Pepe: how fast fashion works

L6 – 6 Apr (14-17) – The Italian Food System: key characteristics and performance

L7 – 7 Apr (10-13) – Starting Up a Business in the Italian Food Industry

L8 -28 Apr (14-17) – Made in Italy and the Chinese Challenge

L9 – 29 Apr (14-17) – Italian SMEs and India: business opportunities and trends in the Indian sub-continent

L10 – 4 May (14-17) – Global Giants Vs. Italian SMEs: the case of Settima Meccanica (Fine Mechanics)

L11 – 5 May (10-13) – The Italian Furniture System: trends and business opportunities for SMEs (team building & creative session)

L12 – 11 May (14-17) – Design, creativity and economic success: The case of Boffi Cucine (Furniture Sector)

L13 – 12 May (10-13) – Made in Italy and Innovation Management: new trends and key-opportunities emerging from the global market

L14 – 19 May (10-13) – Made in Italy and E-Commerce: how to profit from the digital era

L15 – 25 May (14-17) – Project Presentation & Course Sum Up

L16 -26 May (14-15) – Final Exam (attending students)

For any additional information, please contact Professor Fabio Papa (fpapa@liuc.it)