

STRATEGIC ANALYSIS OF ITALIAN INDUSTRIES

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

Timetable & Contents - 2017

L1 – 8 Mar (9-11) – Course Introduction: what does Made in Italy mean to you?

L2 – 9 Mar (16-19) – The Italian Economic System: why Italy is changing and how

L3 – 15 Mar (9-11) – The Italian Food System: key characteristics and performance

L4 -22 Mar (9-11) – Doing Business in the Italian Food Sector

L5 – 23 Mar (14-18) – Start-Me Up Session: creating a new venture in the Italian entrepreneurial environment

L6 – 29 Mar (9-11) – Made in Italy and E-Commerce: how to profit from the digital era

L7 – 30 Mar (14-18) – Made in Italy and the Chinese/Indian Challenge

L8 -12 Apr (9-11) – Made in Italy and Fashion Industry: what are we talking about?

L9 – 20 Apr (14-18) – Made in Italy and Fast Fashion: Patrizia Pepe's case study analysis

L10 – 26 Apr (9-11) – The Italian Furniture System: trends and business opportunities for SMEs

L11 – 27 Apr (14-18) – Design, creativity and economic success: The case of Boffi Cucine (Furniture Sector)

L12 – 10 May (9-11) – Made in Italy and Innovation Management: new trends and key-opportunities emerging from the global market

L13 – 11 May (14-18) – Hands on Projects (Team Working Session)

L14 – 17 May (9-11) – Project Presentation (Session 1)

L15 – 24 May (9-11) – Project Presentation (Session 2)

L16 -25 May (14-18) – Course Sum-Up and Final Exam (attending students)

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