

ISEP Recommended Course Conversions
for Summer Program at
Università Cattolica del Sacro Cuore (UNICATT)

Syllabi provided in the links below

Please note, it is up to home university discretion to assign transfer credit once courses are completed by students. ISEP, nor UNICATT has the ability to assign course conversions. The US course names provided below are simply recommendations to assist students and coordinators in lining up their courses abroad with their home university's degree plan.

Department	UNICATT Course Name	US Course Names
Business & Fashion	Strategic Management and Entrepreneurship	<ul style="list-style-type: none"> • Strategic Management • Entrepreneurship Management
Business & Fashion	The fashion market: structure, players and success factors	
Business & Fashion	Social and Eco Entrepreneurship	<ul style="list-style-type: none"> • Energy management/strategy • Green (Environmental management/strategy • Natural Resource Science and Management • Innovation, Sustainability, and Energy • Hybrid organizations management • Nonprofit management
Business & Fashion	Business, Government and the Global Economy	<ul style="list-style-type: none"> • World Econ • International Political Economy
Marketing & Communications	Mass Communication and Media Industries: the Italian Style in producing and managing TV, Ads and Music	<ul style="list-style-type: none"> • Mass Communication • Comparative Media Systems • Special Topics in Mass Communication
Marketing & Communication	New Frontiers in brand communication and consumer engagement	<ul style="list-style-type: none"> • Customer Decision-Making and Brand Marketing Strategy
Marketing & Communication	Brand Strategy Experience: a professional approach	<ul style="list-style-type: none"> • Brand Marketing Strategy • Strategic Brand Management
Marketing & Communication	Understanding the customer: theories, trends, and values for an effective communication strategy	<ul style="list-style-type: none"> • Consumer Analysis and Behavior • Consumer Behavior

Marketing & Communication	Personal Branding: Impact, Influence and Effectiveness in the Workplace	<ul style="list-style-type: none"> • Personal Branding
Marketing & Communication	What Makes Us Global: Cultural and Political Interconnectedness in Effective Leadership and Management	<ul style="list-style-type: none"> • Cross cultural communication • Intercultural Communication
International Relations	Italian politics: International change and domestic transformation	
International Relations	Geopolitics and technological changes: the future today	
Italian Studies/Communication	Writing a story: the art of captivating people through storytelling	<ul style="list-style-type: none"> • Writing (W) intensive course. Based around screenwriting, but generalized for all audiences and other writing types
Italian Studies	Discovering Italy through its Culinary Traditions	<ul style="list-style-type: none"> • 'Liberal arts: Cultural Gastronomy'
Italian Studies	A Mafia Story: its Representation in Literature, Cinema and Televisions	
Italian Studies	Italian Masterpieces, portrayal of a culture through its cinema	<ul style="list-style-type: none"> • Italian Cinema: Cinema/Film