

**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.*

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

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