

圣心大学2021年暑期线上课程表

Course structure / Calendar of 2021 UCSC Summer School

	June 六月 14 -18	June 六月 21 - 25	June 六月 28 - 七月 July 2	July 七月 5 - 9	July 七月 12-16	July 七月 19 - 23	July 七月 26 - 30
Business (Milan campus) 商务方向 (米兰校区)	Social and Eco Entrepreneurship 社会和生态创业		Strategic Management and Entrepreneurship 战略管理与创业		Business, Government and the Global Economy 商业、政府和全球经济		
	The fashion market: structure, players and success factors 时尚领域市场：结构、领军大企业及成功因素						
Marketing and Communication (Milan campus) 市场营销和传播 (米兰校区)	Mass Communication and Media Industries: the Italian Style in producing and managing TV, Ads and Music 大众传播和媒体产业：有意大利特色的电视、广告和音乐产业的生产和管理		New Frontiers in brand communication and consumer engagement 品牌传播和消费者参与度的新前沿		Understanding the customer: theories, trends, and values for an effective communication strategy 客户分析：理论、趋势和有效传播策略的价值		
			Brand Strategy Experience: a professional approach 品牌战略发展分析				
			Personal Branding: Impact, Influence and Effectiveness in the Workplace 个人品牌建设：在工作中的影响和效用				
Cultural Studies (Milan campus) 文化研究 (米兰校区)			A Mafia Story: its Representation in Literature, Cinema and Televisions 黑手党的故事：文学、电影和电视中的体现		Federico Fellini and Contemporary Italian Cinema 费德里科·费里尼和当代意大利电影		
					Creative Storytelling: from Literature to Cinema to other Forms of Fiction 创造性叙述：从文学到电影再到其他形式的小说		
International Relations (Milan campus) 国际关系 (米兰校区)			Italian politics and the international system: resilience and change 意大利政治与国际体系：应对方式与变化		Geopolitics and technological changes: the future today 地缘政治和技术变革：今天的未来		
Health Sciences (Rome campus) 健康科学 (罗马校区)	Global Health and Epidemiology 全球卫生和流行病学		Health Policy and Management for Universal Coverage 全民保健健康政策和管理				
Agribusiness and Food Sciences (Piacenza campus) 农业经济和食品科学 (皮亚琴察校区)	Food Production: Tradition and Innovation 食品生产：传统与创新		The Global Wine Market: Trends and Strategies 全球葡萄酒市场：趋势与策略				