



International Academy of Rome

A Member of **BAU** GLOBAL

Course Code	Course Name	Semester	Theoretical	Practical	Credit	ECTS
	Course Name: Italian Entrepreneurship					6

Basic information

Language of instruction:	English					
Type of course:						
Course Level:						
Mode of Delivery:						
Course Coordinator :						
Course Lecturer(s):						

Course Objectives:	<p>This course is designed to lead the student to understand the nature of entrepreneurship process and the link between art and science. The aim is to understand theory and practice of new venture creation and management, by bringing students in direct contact with the companies representing the MADE IN ITALY BRAND. In particular they will learn the 4 strategic pillars of the Italian way to do business, i.e.: SMALL IS SMART (Small and medium firms make up the backbone of the Italian economy); WE ARE FAMILY (Family spirit and daily involvement of the founder in the company's activities are of fundamental importance in understanding the competitive advantage of Italian entrepreneurship); BUSINESS IS AN ART (Passion for design; how to generate top line growth, to control performance and increase efficiency, always keeping high the focus on exclusivity, beauty and style, is the critical success factor of the Made in Italy brand); BUSINESS2BUSINESS (Italian entrepreneurs are reknown for their B2B marketing, outstanding dynamism in the exports and ability to shift into new markets)..</p>
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Learning Outcomes: Upon successful completion of this course, students will:

- 1 - understand the process of creating a new venture and the link between art and science
- 2 - recognize and evaluate entrepreneurial opportunities
- 3 - understand the strategic pillars of the Italian Made in Italy
- 4 - understand how technology, creativity and innovation interlink in the entrepreneurial process
- 5 - understand issues of brand management and impact of social media in a new venture creation

Course Content

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Weekly Detailed Course Contents

Week	Subject	hrs
1)	Introduction to the concept of Italian entrepreneurship. The strategic pillars of the Made in Italy brand	3.5
2)	Crafting and entrepreneurial strategy; entrepreneurial mind and characteristics of the Italian entrepreneur.	3.5
3)	Entrepreneurial process; creating/discovering an entrepreneurial opportunity; from business idea to a new venture creation	3.5

4)	Preparing business model, business model canvas and business plan	3.5
5)	Venture formation process; product design, development; marketing and sales. The Italian Micro-multinationals. Managing entrepreneurial resources vs challenges imposed by globalization and recurring crisis. Shifting into new markets. Trademarks, copyrights and patents.	3.5
6)	MID TERM EXAM IN CLASS	3.5
7)	Sustainability, Technology, Creativity & Innovation. Case Studies	3.5
8)	Preparing a financial plan, profit and harvest; risk and returns; Sources of capital; negotiations and deals with investors	3.5
9)	Understanding the life cycle of a new venture in Italy, stages of growth, leading a new venture to success. Case Studies	3.5
10)	Brand management, Social Media and digital reputation. Co-creation of value with consumers in the 21st century. Case Study Analysis	3.5
11)	Projects fine tuning	3.5
12)	FINAL PROJECT PRESENTATION	3.5

Sources

Course Notes / Textbooks:	SMES & Strategic Management, by Olga Annushkina, Luana Carcano, Ugo Lassini e Federico Visconti, 2012 McGraw Hill; Sustainable Strategies for small companies competing against multinational Giants, Paper by Carmine Bianchi, Graham Winch, Federico Cosenz - Perth 2012
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References:

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Evaluation System

Semester Requirements	Number of Activities	Level of Contribution				
Midterms	1					
Final	1					
total		100%				
PERCENTAGE OF SEMESTER WORK		40%				
PERCENTAGE OF FINAL WORK		60%				
total		100%				

ECTS / Workload Table

Activities	Number of Activities	Duration (Hours)	Workload			
Course Hours	14 (12)	3 (3.5)	42			
Application	11					
Study Hours Out of Class	5					
Midterms	1					
Final	4					
Total Workload			130			

Contribution of Learning Outcomes to Programme Outcomes

	No Effect	1 Lowest	2 Low	3 Average	4 High	5 Highest