INNOVATION AND ENTREPRENEURSHIP
IN A GLOBAL ENVIRONMENT
Spring Semester 2019 (with travel over Spring Break)
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Collat School of Business, UAB

**COURSE DESCRIPTION**

While some courses emphasize the management processes within a company with regard to innovation and entrepreneurship, the motivation for this course is much broader. This course is about how to evaluate the environment for innovation and entrepreneurship as the backdrop to a company’s start-up and growth initiatives.

The starting point for study is Italy. The course provides an overview of the culture, history and economy of Italy. Students gain awareness and understanding of the people and business climate of Italy and the reasons why Italy continues as a hotbed for innovation and entrepreneurship. Students compare Italy to other countries and analyze specific industry sectors with regard to innovation and entrepreneurship.

3 credit hours, no prerequisites; Open to undergraduate and graduate students

**LEARNING OBJECTIVES**

Upon the completion of this course, students will be able to:

- Identify key elements of a country’s science, technology and business policies and how these influence a country’s standing in the global economy
- Analyze the characteristics of a country relevant to innovation and entrepreneurship (geography, people, economy, communications and transportation) and perform a comparative analysis across countries
- Analyze opportunities within industry sectors and the environment for innovation and entrepreneurship
- Recognize the differences in cultural values and behaviors between Americans and Italians and adapt personal behavior to interact effectively with the Italian people and other foreigners

**COURSE FORMAT**

This is a 3-credit UAB course that includes two main components:

1) Class Sessions and Course Assignments (before and after the study tour)

2) Study Tour of Northern Italy (9-day cultural and business study tour to Bologna, Verona and Milan, March 8-16, 2019)

The combination of class sessions and time spent on the study tour fulfills the UAB contact hours requirement for a 3-credit hour course. And while there will be much enjoyment and many deeply
personal experiences on the study tour, this is a for-credit learning experience. It is therefore very important for students to recognize that the course is more than a trip and tour.

Students will read assigned material, complete online assignments, take an exam, conduct research, make presentations to the class, post to the travel blog and complete either a reflection workbook (undergraduate students) or a research project and presentation to the class (graduate students).

**REQUIRED TEXTS AND MATERIALS**

There are two major items required for the course. These are listed below. Additional materials will be posted in Canvas, available through the UAB library, or accessed from internet websites. Other source materials will be collected by students during their research.

**Item #1:**
This report covers the fundamental aspects of innovation strategy and “sets out how governments can deliver better innovation policies for better lives.” You may download a copy from Canvas, read the report online on the OECD website, or purchase this report new or used in print, or in digital format using OECD website, Amazon, or Google Play for access on any device.

**Item #2:**
ItalianPod101.com
Students are required to purchase a 3-month Premium account to ItalianPod101. Use the coupon code HALFPRIICE. See the learning activities in the Modules inside of Canvas to link to the required material inside of ItalianPod101.com. Of course, you may view as much content as you like on ItalianPod101.com.

**ASSESSMENT AND GRADING**

Assignments vary depending on student status (undergraduate or graduate).

<table>
<thead>
<tr>
<th>Assessment of Undergraduate Students</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>200</td>
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<tr>
<td>Exam</td>
<td>200</td>
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<tr>
<td>Presentation about a destination or site</td>
<td>100</td>
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<tr>
<td>Professionalism and Participation</td>
<td>100</td>
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<tr>
<td>Travel Blog</td>
<td>200</td>
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<tr>
<td>Reflection Workbook</td>
<td>200</td>
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<tr>
<td>Total Possible Points</td>
<td>1000</td>
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<table>
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<tr>
<th>Assessment of Graduate Students</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>200</td>
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<tr>
<td>Exam</td>
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<tr>
<td>Presentation about a destination or site</td>
<td>100</td>
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<tr>
<td>Professionalism and Participation</td>
<td>100</td>
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<tr>
<td>Travel Blog</td>
<td>100</td>
</tr>
<tr>
<td>Research Project and Presentation</td>
<td>300</td>
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<tr>
<td>Total Possible Points</td>
<td>1000</td>
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</tbody>
</table>
The following scale is used to determine the final grades in the course.

- A = 900 to 1000 points
- B = 800 to 899 points
- C = 700 to 799 points
- D = 600 to 699 points
- F = 0 to 599 points

**Assignments**
Assignments will involve reading and exercises to build a “traveler’s” level of Italian language skills, understand the history and culture of Italy and to complete various pre-work for class sessions on specific topics related to innovation and economic development.

**Exam**
The exam centers on selected chapters of the OECD report titled *The Innovation Imperative* and other assigned readings. The exam consists of a combination of multiple choice and essay questions. The exam for graduate students will include more extensive essay and application questions.

**Presentation on destination or site visit**
Each student will be assigned a city or site visit for which to conduct research and provide an informative presentation to the class. You will be the “expert” on your city or site and you will also provide additional information during the study tour. Presentations will be made in class at the last session before the study tour.

**Professionalism and Participation**
Students on the study tour are representing UAB and the Collat School of Business. To provide a favorable impression and to get the most benefit from the study tour, students will be assessed daily during the study tour on professionalism and participation. A detailed rubric will be provided. The criteria include time management (attendance, promptness), respect (social behaviors and etiquette based on both US and Italian norms), preparedness (motivation, contribution) and appearance (well-rested, dressed appropriately in business casual as required). Students are expected to be back at the hotel by 12 midnight on each study tour day. Additional guidelines will be provided.

**Travel Blog**
Students will be required to post to the class travel blog while on the study tour. You will be assigned two days on which you must post original content and two other days when you must comment on other students’ posts. Guidelines and practice posts will be made prior to travel. Students will be responsible for the technology tools (device and internet access) needed to post on the assigned days. Grading will be based on a rubric that includes criteria such as timeliness, content, reflection, voice, text layout, use of graphics/multimedia and quality of writing. Training materials on how to blog and additional guidelines will be provided.

**Reflection Workbook**
*Undergraduate students* are required to answer questions and complete a set of reflection exercises based on the study tour. Questions focus on specific activities on the study tour and more general questions about the impact of the study tour on the student’s perceptions and beliefs. Detail questions as well as a rubric will be provided. The workbook is due at the last class session after the study tour.
Research Project and Presentation

Graduate students are required to complete a significant research project and to present the results to the class. There are two parts. One is a focus on an industry sector and the global outlook for the industry. The second is a comparative analysis of Italy with another country using the concepts from the OECD’s report on *The Innovation Imperative* and gathering data from a wide range of sources. The industry sector and comparison country must be approved by the instructor. Students will be provided with a detailed outline and a grading rubric. The project and presentations are due at the last class session after the study tour.

Course Schedule

The course schedule includes 7 sessions (5 before and 2 after spring break) and a 9-day study tour over spring break. Assignments may be due during weeks when there is no class session. The day of the week and the time of the class sessions will be determined based on the class schedules of the students in the program. In 2018, the class sessions met on 7 Mondays from 7:45 to 9:45 pm. This will be the “default” day and time if another is not possible based on student schedules. The last session will be the week of April 1 – 5, 2019. Remote students in the QX course section have the option of attending the class session via Zoom or later viewing a recording (Contact Dr. Bunn for arrangements).

Pre-Travel Class Sessions

<table>
<thead>
<tr>
<th>Session Date</th>
<th>Topics and Activities</th>
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<tbody>
<tr>
<td>1. TBD</td>
<td>• Course Overview</td>
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<td>• Terminology and Definitions</td>
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<td>• The Role of Innovation and Entrepreneurship</td>
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<td>• Italian Language and Culture</td>
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<td>2. TBD</td>
<td>• Italy – Demographics, Culture, Business Environment and Pressing Issues</td>
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<td></td>
<td>• Innovation and Entrepreneurship Today</td>
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<td>3. TBD</td>
<td>• Italy – Demographics, Culture, Business Environment and Pressing Issues</td>
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<td>• Business Environment for Innovation and Entrepreneurship</td>
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<td></td>
<td>• Applying the Framework for Innovation</td>
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<td>4. TBD</td>
<td>• Exam</td>
</tr>
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<td></td>
<td>• Work on research and presentations</td>
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<tr>
<td>5. TBD</td>
<td>• Presentations on destinations and site visits</td>
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<tr>
<td></td>
<td>• Pre-Travel information and preparations</td>
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</tbody>
</table>

Travel Itinerary

Refer to the UAB Education Abroad website for information about the program fees and requirements.

**Day 1 >> Fri. March 8:**
- Flight to Bologna, Italy (not included in the package price)

**Day 2 >> Sat. March 9: (Bologna)**
- Arrival at G. Marconi Airport in Bologna
- Travel by public transportation (at own expense) to your hotel in Bologna
• 2 nights in twin rooms with private bathrooms incl. breakfast at a 3-star hotel in Bologna
• Orientation session with your on-site coordinator
• Welcome dinner at a restaurant in Bologna to kick off the program

Day 3 >> Sun. March 10: (Bologna)
• Breakfast at the hotel
• Introductory crash course on the Italian language and culture in the morning
• Transportation by private bus to and from FICO Eataly World
• Pizza making course at FICO Eataly World in the morning (learn how to make pizza from scratch from Rossopomodoro’s pizzaioli), discover the secrets of the authentic Neapolitan pizza
• Guided walking tour of Bologna in the afternoon focusing on Bologna’s history and culture.
• Free evening in Bologna to explore the city further on your own.

Day 4 >> Mon. March 11: (Bologna - Sant’Agata Bolognese - Verona)
• Breakfast at the hotel
• Transportation by private bus during the day
• Visit to a manufacturer (automotive) in the morning, e.g. Lamborghini or Ducati
• 2 nights in twin rooms with private bathrooms incl. breakfast at a 3 or 4-star hotel in Verona
• Orientation session with your on-site coordinator
• Free afternoon in Verona to explore the city on your own

Day 5 >> Tues. March 12: (Verona region)
• Breakfast at the hotel
• Guided walking tour of Verona in the morning to see the most important cultural and historical sites such as the Duomo, Casa di Giulietta, Piazza dei Signori and the Arena di Verona (incl. admission to the Arena di Verona)
• Transportation by private bus during the afternoon
• Visit to an olive oil mill (Frantoio Bonamini) or a rice mill (Antica Riciseria Ferron) in Verona to get an introduction to the entrepreneurial culture of Italian agriculture

Day 6 >> Wed. March 13: (Verona - Milan)
• Breakfast at the hotel
• Transportation by private bus during the day
• Guest lecture at the University of Verona focusing on innovation, the economy or entrepreneurship in Italy in the morning (to be confirmed - exact topic to be chosen in conjunction with the faculty leader)
• Afterwards, tour of the campus and visit to the exhibition Santa Marta at the University of Verona, which leads the visitor to a rediscovery of the Campo Marzo area and the Santa Marta Provianda building
• **Arranged by UAB:** Meeting with Italian students following the visit and guest lecture
• 3 nights in twin rooms with private bathrooms incl. breakfast at a 3-star hotel in Milan
• Public transportation pass for the duration of the entire stay in Milan
• Orientation session with your on-site coordinator
• Free evening in Milan

Day 7 >> Thurs. March 14: (Milan)
• Breakfast at the hotel
• Public transportation during the day
• Corporate visit in the morning to e.g. Intesa San Paolo, which has clear leadership in the Italian market and a strong international presence focused on Central-Eastern Europe and the Mediterranean basin
• Guided walking tour of Milan in the afternoon to see the most important cultural and historical sites such as the Cathedral (Duomo), the mall “Galleria Vittorio Emanuele II” and the opera house “Teatro alla Scala” (incl. admission to the Duomo and its terraces)

Day 8 >> Fri. March 15: (Milan)
• Breakfast at the hotel
• Public transportation during the day
• Visit to a design company in the morning, e.g. Migliore + Servetto Architects, who work in the field of urban design, exhibitions, museum design, fair design, architecture and interiors.
• Reserved admission tickets to Leonardo’s “Last Supper” in the afternoon, which is exhibited at Santa Maria delle Grazie (subject to availability as tickets are limited; otherwise free time)
• Farewell dinner at a restaurant in Milan to wrap up the program

Day 9 >> Sat. March 16: (Milan)
• Breakfast at the hotel
• Travel by public transportation (at own expense) to Milan Malpensa Airport
• Departure from Milan Malpensa Airport to the USA (airfare not included)

POST-TRAVEL CLASS SESSIONS

<table>
<thead>
<tr>
<th>Session Date</th>
<th>Topics and Activities</th>
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<tbody>
<tr>
<td>6. TBD</td>
<td>• Lessons Learned on Study Tour</td>
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<tr>
<td>7. TBD</td>
<td>• Presentations of Research Projects by graduate students</td>
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<td></td>
<td>• Comparative Analysis of industry sections, Italy and other Countries</td>
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<td></td>
<td>• Undergraduate Reflection Workbook due</td>
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<td></td>
<td>• Course wrap up</td>
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</tbody>
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COURSE POLICIES

Students must apply, be accepted and pay program fees for the Education Abroad Faculty-Led Program AND register and pay tuition for the course (either IB495 or MBA691). No other students or student companions are permitted on the study tour unless he or she is a student at UAB and has met both of these requirements.

The same policies that are in effect for “regular” courses are apply to this course. This includes the following:

COLLAT SCHOOL OF BUSINESS CODES OF CONDUCT

Because this course will be partially online and some online-only students will be enrolled in the course, the codes of conduct for both the online and classroom types of courses are relevant. View the Collat
School of Business Code of Professional Classroom Conduct to learn about policies regarding conduct online and in the classroom.

**UAB Policies**
While on campus for class sessions or while traveling, students are under the ethical and professional standards and policies of The University of Alabama at Birmingham.

For details and more information, read the Policies section of the Student Handbook.

The UAB Education Abroad office provides additional policies for the conduct of students while traveling abroad. These are provided when students apply for and register for the course.