IB495 Business Study Abroad
MBA691 Directed Study

**INNOVATION AND ENTREPRENEURSHIP IN A GLOBAL ENVIRONMENT**

*Spring Semester 2020 (with travel over Spring Break)*

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Collat School of Business, UAB

Note: The class meets 6 times before the study tour and once afterwards. Dates and times of class sessions will be determined after all participants are registered for the course. In Spring 2019, the class met on Mondays from 5 to 7:30 pm. Fully-online students have the option of joining the class sessions via Zoom or watching a recording of the class session.

**COURSE DESCRIPTION**

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: Both before and after the study tour

2) Study Tour of Northern Italy: 8-day cultural and business study tour to Modena, Verona and Milan, March 14-21, 2020; With excursions to Bologna, San'Agata Bolognese and Grezzana.

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 a reflection workbook. Graduate students complete a research project and presentation to the class.
**REQUIRED TEXTS AND MATERIALS**

Most materials will be posted in Canvas, available through the UAB library or accessed from internet websites. Other materials must be purchased. More detail will be posted prior to the start of the semester.

Students may choose to purchase other materials, such as language learning tools. The recommended learning tool is ItalianPod 101. Students may purchase a 3-month Premium account to ItalianPod101. Use the coupon code HALFPRECE.

**ASSESSMENT AND GRADING**

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

<table>
<thead>
<tr>
<th>Assessment of Undergraduate Students</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments (in-class or online)</td>
<td>200</td>
</tr>
<tr>
<td>Exam</td>
<td>200</td>
</tr>
<tr>
<td>Presentation about a destination or site</td>
<td>100</td>
</tr>
<tr>
<td>Professionalism and Participation</td>
<td>100</td>
</tr>
<tr>
<td>Travel Blog and Reflection Journal</td>
<td>400</td>
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<tr>
<td>Total Possible Points</td>
<td>1000</td>
</tr>
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<table>
<thead>
<tr>
<th>Assessment of Graduate Students</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Assignments (in-class or online)</td>
<td>200</td>
</tr>
<tr>
<td>Exam</td>
<td>200</td>
</tr>
<tr>
<td>Presentation about a destination or site</td>
<td>100</td>
</tr>
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<td>Travel Blog and Reflection Journal</td>
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<td>Research Project and Presentation</td>
<td>200</td>
</tr>
<tr>
<td>Total Possible Points</td>
<td>1000</td>
</tr>
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</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 entrepreneurship.

**Exam**

The exam centers on selected readings, assignments and exercises. 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. A study guide will be provided.

**Presentation on destination or site visit**

Students will be assigned in teams to conduct research and provide an informative presentation to the class about a destination city or site visit. 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 as shown in the schedule.
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 and Reflection Journal
Students are 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.

Students are required to answer questions and complete a set of reflection exercises during class sessions and meetings while on tour and then complete a final reflection after 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.

The reflection journal is due at the last class session after the study tour. See Canvas for more details.

Research Project and Presentation
Graduate students are required to complete a significant research project and to present the results to the class. 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 (6 before and 1 after spring break) and a 9-day study tour to Italy over spring break. The class meets on 7 selected Mondays from 5 to 7:30 pm in CSB 292 (see schedule below and updates in Canvas).

Assignments may be due during weeks when there is no class session. The last session will be March 25, 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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| 1: Monday Jan. 13, 2020 | • Course Overview  
                       • Study Tour overview and planning  
                       • Italian Language and Culture  
                       • Innovation and entrepreneurship in Italy |
| 2: Monday Jan. 27, 2020 | • Italy – Demographics, Culture, Business Environment and Pressing Issues  
                       • Terminology and Definitions, Role of Innovation and Entrepreneurship  
                       • Italian Language and Culture |
| 3: Monday Feb. 3, 2020 | • Presentations on destinations and site visits (Bologna and Modena)  
                       • Italy – Demographics, Culture, Business Environment and Pressing Issues  
                       • Business Environment for Innovation and Entrepreneurship  
                       • Italian Language and Culture |
| 4: Monday Feb. 17, 2020 | • Presentations on destinations and site visits (Verona)  
                       • Innovation and Entrepreneurship Today  
                       • Italian Language and Culture |
| 5: Monday Feb. 23, 2020 | • Presentations on destinations and site visits (Milan)  
                       • The future of innovation and entrepreneurship in Italy and other countries  
                       • Italian Language and Culture |
| 6: Monday March 9, 2019 | • Exam  
                       • Pre-Travel information and preparations |

**Travel Itinerary (Tentative)**

**Day 1 Friday, March 13**
- Depart for Bologna, Italy

**Day 2 Saturday, March 14 Modena**
- Arrive at Bologna Guglielmo Marconi Airport (BLQ)
- Transportation from the airport in Bologna to your hotel in Modena at your own expense (there is an “Aerbus” going directly from Bologna Airport to Modena. The journey takes approx. 50 minutes to get to Modena and then, depending on the location of the hotel, another few minutes to get there)
- 2 nights in twin rooms with private bathrooms incl. breakfast at a 3-star hotel in Modena
- Orientation session by your on-site coordinator at the hotel including an introductory crash course on the Italian language and culture
- Welcome dinner at a restaurant in Modena to kick off the program
Day 3  Sunday, March 15  Modena - Bologna
• Breakfast at the hotel
• Transportation by private bus during the day
• Visit FICO Eataly World and learn during a tour with a biodiversity ambassador about the secrets of the agribusiness, Italian companies and products that FICO contains
• Guided walking tour of Bologna focusing on Bologna’s history and culture. During the tour, you will see Bologna’s most important sights such as Le Due Torri and the Torre degli Asinelli.
• 8:00 pm Return by private bus to your hotel in Modena

Day 4  Monday, March 16  Modena - Sant’Agata Bolognese - Verona
• Breakfast at the hotel
• Transportation by private bus during the day
• Visit to a car producer, e.g. Lamborghini, founded by manufacturing magnate Ferruccio Lamborghini in 1963, with the objective of producing a refined grand touring car to compete with established offerings from brands such as Ferrari
• 2 nights in twin rooms with private bathrooms incl. breakfast at the 3-star Hotel Aurora in Verona
• Orientation session by your on-site coordinator at the hotel
• Free afternoon to discover Verona on your own

Day 5  Tuesday, March 17  Verona region
• Breakfast at the hotel
• Guided walking tour of Verona to see the most important cultural and historical sites such as the Duomo, Casa di Giulieta, 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 e.g. Frantoio Bonamini Frantoio Salvagno in Verona to get an introduction to the culture of olive growing and to see how the olive oil is extracted.

Day 6  Wednesday, March 18  Verona - Grezzana - Milan
• Breakfast at the hotel
• Transportation by private bus during the day
• Arranged by UAB: Visit to Marcolini Marmi (start earlier than in 2019)
• 3 nights in twin rooms with private bathrooms incl. breakfast at the 3-star hotel B&B Milano Sant’Ambrogio in Milan
• Orientation session by your on-site coordinator at the hotel
• Public transportation pass for the duration of your entire stay in Milan
• Guided walking tour of Milan 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)
• Free evening to discover Milan on your own

Day 7  Thursday, March 19  Milan
• Breakfast at the hotel
• Public transportation during the day
• Business visit to e.g. Milan Business School or Bocconi University to learn about their business and economic courses (exact topic to be discussed with the faculty leader)
• Reserved entrance tickets to Leonardo’s “Last Supper”, which is exhibited at Santa Maria delle Grazie (subject to availability; alternatively free time)
Day 8  Friday, March 20  Milan  
- Breakfast at the hotel  
- Public transportation during the day  
- Visit to a design company, e.g. Migliore + Servetto Architects, who work in the field of urban design, exhibitions, museum design, fair design, architecture and interiors.  
- Free afternoon in Milan to discover the city further on your own  
- Farewell dinner at a restaurant in Milan to wrap up the program

Day 9  Saturday, March 21  Milan  
- Breakfast at the hotel  
- Transportation at your own expense from the hotel to the airport  
- Departure from Milan Malpensa Airport (MXP) to the USA (airfare not included)

**POST-TRAVEL CLASS SESSIONS**

<table>
<thead>
<tr>
<th>Session Date</th>
<th>Topics and Activities</th>
</tr>
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<tbody>
<tr>
<td>7: Monday</td>
<td>• Lessons Learned on Study Tour</td>
</tr>
<tr>
<td>March 30, 2020</td>
<td>• Presentations of Research Projects by graduate students</td>
</tr>
<tr>
<td></td>
<td>• Reflection Workbook due</td>
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<td></td>
<td>• Course wrap up</td>
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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 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.