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## Strategic Management & Entrepreneurship

PROF. BENEDETTO CANNATELLI

### OVERVIEW

**Area:** Business  
**Dates:** 13 – 23 June (2 weeks)  
**Campus:** Milan  
**Course Number:** IB / MG 340  
**Term:** Summer School 2017  
**Credits:** 6 ECTS

### COURSE DESCRIPTION

The global economic crisis has threaten the accessibility of youth to easy-to-get and secure job positions in large, multinational companies. Such a rest in the labor market does constitute a major challenge in the Italian context. Within such a difficult context, entrepreneurship is emerging as one of the most powerful responses as an effective and valuable professional career alternative.

The entrepreneurial process and its main output – the creation of Small and Medium Enterprises – are at the core of this course.

During the course students will discuss case studies of Italian firms, get familiarity with the Italian entrepreneurial environment and deepen their understanding of possible business models alternatives.

Moreover, in order to get a more intensive experience about Italian economic system, two field visits will be organized.

This course leverages on great interaction, which is enhanced through in-and-out-of-class-assignments and discussion.

The learning goals of the course are:

- a) to explore the main dimensions of entrepreneurship;
- b) to point out the main issues related to running a business, with a specific focus on SMEs;
- c) to get familiar with the main dimensions of a successful business model;
- d) to deepen knowledge about some peculiar Italian sectors.

### COURSE REQUIREMENTS

- (a) Students are expected to regularly attend class sessions and to actively take part in class debate and case discussions;
- (b) Students are expected to be prepared on the assigned readings;
- (c) Students are expected to deliver one group assignments and present it to the class.

### COURSE READINGS AND MATERIALS

All the readings and the lecturer's slides will be available on Blackboard.



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## METHOD OF TEACHING

Lectures, seminars, in-class discussions and group activities, field trips

## EVALUATION AND GRADING

Attendance and class participation	30 % of final grade
Group assignments + class presentation	30 % of final grade
Final written exam	40 % of final grade.

## RULES OF CONDUCT

**Exam Date:** The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email prior to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

## SCHEDULE

### Day 1

#### Lesson 1: Introduction to the course

Topics:

- Presentations
- Introduction and overview of the course: aims, organization, assessment
- An overview of Italian Economy

#### Lesson 2: Introduction to entrepreneurship

Topics:

- Watching the movie "How Not To Quit Your Day Job"
- Discussion on the movie
- What is entrepreneurship about

Assignment due by next class:

- Break in groups of 2 and find a video/interview/article about a "born-entrepreneur" and send a link to the Professor by Day 2.

### Day 2

#### Lesson 3: Two approaches to entrepreneurship

Topics:

- Your video presentation
- The personality traits approach
- The process approach

Recommended readings:



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- Gartner W. B. (1989), "Who is an entrepreneur?" is the wrong question, *Entrepreneurship: Theory and Practice* Summer: 47-67

#### Lesson 4: Opportunity recognition

##### Topics:

- The nature of entrepreneurial opportunities
- Sources of opportunity
- Forms of opportunity
- Industries that favour new firms
- Assignment by next class: business opportunity

##### Recommended readings:

- Baron R. (2004), "Cognitive mechanisms in entrepreneurship", *Journal of Business Venturing* 13: 275-294

### Day 3

#### Lesson 5-6: Visit to the International Stuttering Centre

##### Topics:

Half-day long (09:30 – 12:30) visit to Impact Hub. More detailed information will be available during the course. Please save the date.

### Day 4

#### Lesson 7: The Business model

##### Topics:

- The business model Canvas
- Analysis of well-known business cases

##### Recommended readings:

- BMG: 14-19

#### Lesson 8: Types of innovation

##### Topics:

- What does innovation mean?
- Innovation typology
- Case study
- Assignment of the group work

### Day 5

#### Lesson 9-10: A "live" entrepreneurial case

##### Guest:

- Guest speaker
- Group/Class discussion about the speaker

### Day 6



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### Lesson 11: Family Business

Topics:

- How do family and business get together?

### Lesson 12: Competition between MNEs and SMEs

Topics:

- Competitive landscape
- Competitive environment
- Competitive advantage

## Day 7

### Lesson 13: The startup game

Topics:

- Supporting institutions
- Financing institutions

### Lesson 14: Crowdfunding

Topics:

- What crowdfunding means
- A crowdfunding map in Italy

## Day 8 (1)

### Lesson 15-16: Visit to Railroad Brewing Company

Topics:

Half-day long (9:00 am – 1:00 pm) visit to Railroad Brewing Company. More detailed information will be available during the course. Please save the date.

## Day 8 (2)

### Lesson 17-18: Presentation of group work

Topics:

- Students' presentation

## Day 9

Final written exam



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### BIO OF THE LECTURER

**Benedetto Cannatelli** - Assistant Professor of Entrepreneurship. He obtained his PhD in Management at Università Cattolica del Sacro Cuore in Milan, Italy. He is actively involved as researcher at ALTIS, the Postgraduate School of Business and Society at the same University. His main research interests is Entrepreneurship. In 2009 he was visiting scholar at the Lester Center for Entrepreneurship and Innovation at HAAS School of Business , UC Berkeley, CA. In 2010 and 2011 he was international visiting scholar at the Center for Social Entrepreneurship at Farmer School of Business, Miami University, Oxford, OH.

### ADDRESS

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