



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Strategic Management & Entrepreneurship

PROF. FRANCESCO MANTEGAZZINI

Term	Summer 2026
Area of study	Business
Area Code	IB / MG 340
Credits	6 ECTS
Dates	8 - 19 June 2026 (2 weeks)
Method of instruction	In person

Description

The global economic crisis has threatened 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. Strategic choices are the main challenge of entrepreneurs.

During the course students will approach and experiment strategic and entrepreneurial choices, 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, three field visits will be organized.

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

Course contents

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.

Method of teaching

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



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Course requirements

- Students are expected to regularly attend class sessions and to actively take part in class debates and case discussions; The most valuable and unique learning will stem from the personal experience of real cases discussed by the teacher and therefore might not be in the course material.
- Each group is expected to deliver the task assigned before the end of each class or during the following class if so communicated;

Grading

Class participation	40 % of final grade
Group assignments + Live presentations	40 % of final grade
Assignment delivery in time	20 % of final grade

Course readings and materials

Readings will be available on blackboard after classes if needed.

Rules of conduct

Attendance: Attendance is mandatory and no absence/s will be excused. Unexcused absences will prevent students from being admitted to the final exam. In case of health issues, students will need to inform both Cattolica International Office (at international.advisor@unicatt.it) and the professor and provide a medical certificate.

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 Cattolica 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

Lesson	Date and time	In class topics	Group Assignment
Lesson 1 - Introduction to the Course.	Monday 8 June (Afternoon)	<ul style="list-style-type: none">• Presentations• Introduction and overview of the course: aims, organization, assessment• What is entrepreneurship and strategy about• The Groups Making Game: a first strategic challenge	Find a video/interview/article about a “born-entrepreneur” and make a presentation with 3-4 slides (story-telling) to be presented in the next class.



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<p>Lesson 2: Finding Opportunities and the Italian Business Landscape.</p>	<p>Tuesday 9 June (Morning)</p>	<ul style="list-style-type: none"> • Live Presentations (Born Entrepreneur) • Pitching: how to prepare a presentation • Tools to recognize a business opportunity • The nature of entrepreneurial opportunities • Sources of opportunity & forms of opportunity • A tour into the entrepreneurship in Italy: our business landscape <p><i>Guest Speaker: Giuseppe Ciuni (AI Developer): AI Tools for entrepreneurs</i></p>	<p>Find a Business Opportunity and make a presentation with 3-4 slides (story-telling) to be presented in the next class.</p>
<p>Lesson 3: Business Strategies and Italian Startups.</p>	<p>Wednesday 10 June (Morning)</p>	<ul style="list-style-type: none"> • Live Presentations (Business Opportunity) • Blue Ocean Strategy • Green & Social: strategies with a positive impact • Trending Sectors Overview <p><i>Guest Speaker: Emil Abirascid (CEO – Startupbusiness.it): The Italian Startup Ecosystem</i></p>	<p>Find a case of a successful Business Strategy and make a presentation with 3-4 slides (story-telling) to be presented in the next class.</p>
<p>Lesson 4: Field Visit. <i>The Fork. Meeting with CEO Almir Ambeskovic.</i></p>	<p>Thursday 11 June (Morning)</p>	<p>TheFork is an online restaurant reservation platform that allows users to discover, book, and review restaurants easily. It offers a wide selection of dining options, often with special discounts and promotions. TheFork operates in multiple countries and is part of the TripAdvisor group.</p>	
<p>Lesson 5: Field Visit. <i>Birrificio Poretti (Carlsberg). Tour of the brewery in Olona.</i></p>	<p>Friday 12 June (Morning and Early Afternoon)</p>	<p>The Birrificio Angelo Poretti is a historic Italian beer brand founded in 1877 in Induno Olona, in the province of Varese, and associated with the Valganna area, where it uses local water in production. Today it is part of the Carlsberg group and is known both for its brewing tradition and for its Liberty-style brewery, considered an example of industrial heritage</p>	
<p>Lesson 6: Field Visit and Class <i>Impact Hub Milano</i></p>	<p>Monday 15 June (Afternoon)</p>	<ul style="list-style-type: none"> • Live Presentations (Business Strategy) • Positioning • Market Sizing <p><i>Guest Speaker: Marco Nannini</i></p>	<p>Choose a trending market and make a presentation with 3-4 slides (story-telling) to be presented in the next class.</p>



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		<i>(Head of Impact Hub Milano): Incubators and Angel Groups</i>	
Lesson 7: Reputation and Business Model.	Tuesday 16 June (Morning)	<ul style="list-style-type: none"> • Live Presentations (Trending Market) • Reputation • Business Model and Canvas 	Design your first draft of business model canvas on your business idea and make a presentation with 3-4 slides (story-telling) to be presented in the next class.
Lesson 8: Validating your Idea.	Wednesday 17 June (Morning)	<ul style="list-style-type: none"> • Live Presentations (Business Model Canvas) • Validation • Market Research <p><i>Guest Speaker: Pasquale Scopelliti (CEO & Founder Sportit). Sportit: Building and growing strategies from startup to scale up.</i></p>	Design and Conduct a Market Research / Validation Research
Lesson 9: Field Visit and Class <i>PRESSO & ARTEMIDE</i>	Wednesday 17 June (Afternoon)	<p><i>Guest Speaker: Gismondi Family Representative (Artemide). The history of Artemide in the Italian Design Market.</i></p> <p><i>PRESSO is a Milan-based platform and venue concept founded in 2013 by Kook Sharing S.r.l., specializing in multipurpose event spaces that feel like stylish homes. It offers fully equipped locations for private parties, corporate events, temporary stores, and community gatherings, with services including planning support, catering options, and cleanup</i></p> <p><i>Artemide SpA is an Italian lighting manufacturer founded in 1960 by Ernesto Gismondi and Sergio Mazza, headquartered in Pregnana Milanese near Milan. Renowned for high-end residential and professional lighting, it embodies “The Human Light” philosophy, prioritizing innovative design that enhances well-being and sustainability.</i></p> <p><i>Following the class there will be an open party for all summer students of Cattolica.</i></p>	
Lesson 10: Projects Review and Guidelines for Final Exam.	Thursday 18 June (Morning)	<ul style="list-style-type: none"> • Live Presentations (Market Research / Validation) • Stress Test before the Exam: Live Review of Group Projects Drafts 	
Lesson 11: Final Exam.	Friday 19 June (Morning)	<i>Final Exam: Live Presentation of Group Projects (including Vision, Mission, Goal, Objective, Strategy, Tactics)</i>	



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Instructor bio

Prof. Francesco Mantegazzini. Experienced investor, founder of startups and CEO of MGH7 Venture Capital. Currently Corporate Venture Capital Consultant for Gruppo FNM, CFO of Largo Consumo S.r.l., Co-organizer of the IoMobility Awards and Mentor for Unicredit Start Lab and Faros. Previously he held top management roles in multinationals (Gruppo 24 ORE, Telecom Italia, Banc of America Securities, Stefano Ricci). Francesco holds an MBA degree from Columbia University was professor of Entrepreneurship at Università Cattolica in 2023 and was recognized as Top Business Angel for 2016 by IBAN.

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