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# Strategic Management & Entrepreneurship

PROF. ANDREA SOTTINI

## Overview

**Area:** Business

**Dates:** 13 June – 24 June (2 weeks)

**Campus:** Milan

**Course Number:** IB / MG 340

**Term:** Summer 2022

**Credits:** 6 ECTS

## Course 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.

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.

## Method of teaching

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



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## Evaluation and grading

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

## 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 UCSC International Office (at [international.advisor@unicatt.it](mailto: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 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

### Lesson 1: Introduction to the course

Topics:

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

### 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.

### Lesson 3: Two approaches to entrepreneurship

Topics:

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

Recommended readings:

- 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



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- 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

### **Lesson 5-6: Visit to Railroad Brewing Co**

Topics:

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

### **Lesson 7: The Business model**

Topics:

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

Recommended readings:

- BMG: 14-19

### **Lesson 8: Entrepreneurship in Action**

Topics:

- Emerging vs. Market-oriented decision making
- Case Study
- Principles of Effectuation

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

Guest:

- Guest speaker
- Group/Class discussion about the speaker

### **Lesson 11: Family Business**

Topics:

- How do family and business get together?

### **Lesson 12: Corporate Entrepreneurship**

Topics:

- Definition
- Case Study
- Types of Corporate Entrepreneurship

### **Lesson 13: The startup game**

Topics:

- Supporting institutions
- Financing institutions

### **Lesson 14: Crowdfunding**

Topics:



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- What crowdfunding means
- A crowdfunding map in Italy
- Article: How to pitch

#### **Lesson 15-16: Visit to MISCUSI**

Topics:

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

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

Topics:

- Students' presentation

Final written exam

#### **Bio of the lecturer**

Andrea Sottini is a PhD student at UCSC in Management and Innovation. He is involved as Professor in Winter and Summer Schools of Management at UCSC, teaching Entrepreneurship. His main research interests are Social Entrepreneurship and Informal Entrepreneurship in Africa. Office: Via Necchi 5, ex conventino, Office C.010, Milano Phone: +39 02 72343253

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