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## Strategic Management & Entrepreneurship

PROF. FRANCESCO MANTEGAZZINI

Area of study:	Business
Area Code:	IB / MG 340
Credit:	6 ECTS
Date:	June 9th - June 20th

### 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 choices and 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, 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:

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

### Method of teaching

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

### 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;



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## 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 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. June, 9

In class topics:

- Presentations
- Introduction and overview of the course: aims, organization, assessment
- What is entrepreneurship and strategy about
- The Groups Making Game: a first strategic challenge

#### *Group Assignment:*

- 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.

### Lesson 2: Finding Opportunities and the Italian Business Landscape. June, 10 (Morning)

In class topics:

- 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

#### *Group Assignment:*

- Find a Business Opportunity and make a presentation with 3-4 slides (story-telling) to be presented in the next class.



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### **Lesson 3: Field Trip. June, 10 (Afternoon)**

- *Field trip: Museo Fratelli Cozzi (Alfa Romeo), Legnano*

*The Museo Fratelli Cozzi, located in Legnano, Italy, is a private museum founded in 2015 by Pietro Cozzi, a passionate Alfa Romeo enthusiast and founder of the Fratelli Cozzi dealership. The museum houses a collection of over 60 Alfa Romeo cars produced from 1950 onwards*

### **Lesson 4: Business Strategies and Italian Startups. June, 11**

In class topics:

- Live Presentations (Business Opportunity)
- Blue Ocean Strategy
- Green & Social: strategies with a positive impact
- Trending Sectors Overview

*Guest Speaker: Emil Abirascid (CEO – Startupbusiness.it): The Italian Startup Ecosystem*

*Group Assignment:*

- 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.

### **Lesson 5: Positioning and Technological Trends, 12**

In class topics:

- Live Presentations (Business Strategy)
- Positioning
- Market Sizing
- Macro-economic and technological trends (Industry 4.0)

*Guest Speaker: Gianluca Galgano (EY – Head of Venture Capital Italy): Valuing a Tech Startup*

*Group Assignment:*

- Choose a trending market and make a presentation with 3-4 slides (story-telling) to be presented in the next class.

### **Lesson 6: Reputation and Business Model. June, 13**

In class topics:

- Live Presentations (Trending Market)
- Reputation
- Business Model and Canvas

*Group Assignment:*

- 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 7: Field Visit. June, 16**

- *Digital 360. Meeting with CEO Massimo Luca Arioli.*

Digital360 is an innovative company specializing in guiding businesses and public administrations through digital transformation to foster growth, protection, and sustainable development. It operates mainly in two fast-growing areas: MarTech (digital marketing and sales transformation) and ConsulTech (consulting and technology services). Digital360 also

manages a network of online portals focused on digital innovation topics such as cybersecurity, AI, industry 4.0, IoT, and blockchain.

#### **Lesson 8: Field Visit. June, 17**

- *The Fork. Meeting with CEO Almir Ambeskovic.*

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.

#### **Lesson 9: Validating your Idea. June, 18**

In class topics:

- Live Presentations (Business Model Canvas)
- Validation
- Market Research

*Guest Speaker: Stefano Benini (Vice President & Export Director Frescobaldi). The Frescobaldi Story and Export Strategies of one of the oldest families and wineries in Italy.*

*Group Assignment:*

- Design and Conduct a Market Research/Validation Research

#### **Lesson 10: Projects Review and Guidelines for Final Exam. June, 19**

In class topics:

- Live Presentations (Market Research/Validation)
- Stress Test before the Exam: Live Review of Group Projects Drafts

#### **Lesson 11: Final Exam. June, 20**

- *Final Exam: Live Presentation of Group Projects (including Vision, Mission, Goal, Objective, Strategy, Tactics)*

### **Instructor bio**

**Prof. Francesco Mantegazzini.** Experienced investor, founder of startups and CEO of MGH7 Venture Capital. Currently Corporate Venture Capital Consultant for Gruppo Ferrovie Nord Milano (FNM Group), Co-organizer of the IoMobility Awards and Mentor for Unicredit Start Lab, Styleit, WeSportUp 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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