



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Strategic Management & Entrepreneurship: the Italian Perspective

PROF. BENEDETTO CANNATELLI

Area of study:	Business and Economics
Area Code:	IB/MG340
Method of Instruction:	in-person and live-streaming
Participation:	synchronous/live and asynchronous

Description

During the course students will discuss case studies of Italian firms and entrepreneurs operating in the traditional Italian industries, to get familiarity with their business models and the Italian entrepreneurial environment and develop possible solutions to management problems that may arise. Moreover, in order to get a more intensive experience about Italian economic system, two field visits will be organized. This course is expected to be highly interactive. Students are expected to proactively contribute to class discussion. The learning goals of the course are:

- a. to point out the main issues related to the design and the analysis of successful business models;
- b. to explore the main dimensions of entrepreneurship;
- c. to deepen knowledge about some peculiar Italian sectors.

Course contents

The entrepreneurial process (with a special emphasis on opportunity recognition techniques), business model design, innovation processes, validation processes, business planning, pitching, with an overall emphasis on responsible decision making.

Prerequisites

Basic knowledge about business and management discipline

Method of instruction

Seminar (with group activities) and field trips

Course requirements

- Students are expected to regularly attend class sessions and to actively take part in class debates and case discussions;
- Students are expected to read the assigned papers before the lectures;
- Students are expected to deliver one group assignment and present it to the class.

The course is divided in two parts. At the end of the first part students will take a mid-term test. At the end of the second part students will take a final written exam.



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Credits

6 ECTS

Grading

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

Course readings and materials

All the readings will be available in a course pack and the lecturer's slides will be available on Blackboard.

Instructor bio

Prof. Benedetto Cannatelli gained his PhD in Management at Università Cattolica del Sacro Cuore in Milan, Italy. He is director of the Impact Entrepreneurship unit at ALTIS, the Postgraduate School of Business and Society at the same University, where he is also actively involved as researcher. His main research interests are Entrepreneurship and Small Business Management. 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.

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