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## Strategic Management & Entrepreneurship

ALISA SYDOW

### OVERVIEW

**Area:** Business

**Dates:** 24 June – 5 July

**Campus:** Milan

**Course Number:** IB / MG 340su

**Term:** Summer 2019

**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.



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## METHOD OF TEACHING

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

## 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. Please consider that Field Trips are considered equal to regular classes and indeed you are expected to attend the visits. Unexcused absences will not be accepted. An excused absence will only be granted if you are seriously ill and can support your claim with a local doctor's certificate dated the day you missed class (therefore you must go to the doctor that same day) that has to be delivered to the Professor or to UCSC International Office. Any other absence will not be excused and will result in not being admitted to the final exam, which corresponds to a 0 (zero) in the final exam.

**Exam Date:** The exam date cannot be re-scheduled. Should the dates of the final exams be moved for force major reasons, UCSC International Office and the Professor will promptly inform you in class and/or via e-mail on the new date agreed. Unexcused absences to the exams will result in a failing grade in the course.

In cases of unforeseeable circumstances such as illness or injury on the day of the exams, you must submit a medical certificate and communicate your 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, you will receive an automatic Failed. Absences for other unforeseeable circumstances will not be accepted and will result in a failing grade.

## 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 & 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.



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## 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
- 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 HUG Milano

#### 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.

## Day 4

### 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



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## Day 5

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

Guest:

- Guest speaker
- Group/Class discussion about the speaker

## Day 6

### Lesson 11: Family Business

Topics:

- How do family and business get together?

### Lesson 12: Corporate Entrepreneurship

Topics:

- Definition
- Case Study
- Types of Corporate Entrepreneurship

## Day 7

### Lesson 13: The startup game

Topics:

- Supporting institutions
- Financing institutions

### Lesson 14: Crowdfunding

Topics:

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

## Day 8 (1)

### 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.

## Day 8 (2)

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

Topics:

- Students' presentation



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## Day 9

Final written exam

### BIO OF THE LECTURER

**Alisa Sydow** is a PhD student in the program Management and Innovation at Università Cattolica, Milan. Her research interests are mainly oriented towards Strategic Management and Entrepreneurship, especially Sustainable Entrepreneurship in Africa. For this reason, she is actively involved as researcher at ALTIS, the Graduate School of Business and Society, and the foundation E4Impact at the same University. She has been visiting scholar at the Cass Business School (London), IAE Business School (Buenos Aires). At the same time, she takes actively part in an Italian start-up as a freelancer.

### ADDRESS

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