

## BOSTON UNIVERSITY STUDY ABROAD PADUA

<b>COURSE</b>	QST IM471MADE IN ITALY: excellence of “Bello, Buono e Ben fatto”
<b>COURSE LANGUAGE</b>	English
<b>COURSE VALUE</b>	4 CREDITS
<b>COURSE OUTCOMES</b>	<ul style="list-style-type: none"> <li>- Gain an understanding of ‘Made in Italy’ characteristics</li> <li>- Build proficiency in a range of business concepts and industry characteristics appropriate to the field of analysis</li> <li>- Enhance knowledge useful for internship experience, final research project and job carrier</li> </ul>
<b>COURSE DESCRIPTION</b>	<p>The concept of ‘Made in Italy’ has developed throughout the centuries combining craftsmanship skills, fine materials, the iconic Italian aesthetics, technology, and continuous innovation. In the last decades, the concept of ‘Made in Italy’ has become a distinctive label granting fine quality, authenticity and sense of style that are internationally praised; a brand of high-end value all over the world.</p> <p>The course introduces students to the characteristics of the ‘Made in Italy’ system, and teaches them to identify the key factors of a complex multidimensional structure composed of unique peculiarities, brilliant entrepreneurs, and companies embodying the spirit of Italian excellence. The course will also consider the factors related to the success of the ‘Made in Italy’, in particular how and why the firms achieve and maintain high-level performances and outstanding reputation among the target customers. During lessons and class discussions, students will learn about the so-called “4Fs”: Fashion, Food, Furniture, and Ferrari (high-end mechanics) that constitute the backbone of ‘Made in Italy’.</p> <p>In class and during company visits, students will learn to appreciate the sense for quality, the culture of craftsmanship, and the link with the territory that are the key-points of Italian success, as well as explore their characteristics.</p> <p>The Made in Italy characteristics will be in depth analysed and compared, as much as possible, with those of other international competitors, such as Germany for the mechanics and automotive industry, France for fashion and food, and Japan for design. At the end of the course, students will know how to develop and recognise business strategies in line with the ‘Made in Italy’ concept.</p>
<b>LEARNING STATEMENT</b>	<p>The course consists of two class meetings per week, each of those will last 2 hours of 50’. The course is based on lessons of the lecturer, guest speakers, discussions based on the assigned readings. The course also includes company visits. Students are expected to put an individual effort outside class of about 6-8 hours per week.</p>
<b>TEACHING METHODOLOGY</b>	<p>The course will include lessons taught by the professor, guest speakers who will present key topics and will stimulate class discussion, case studies and company visits.</p>
<b>PROGRAM LEARNING OUTCOMES</b>	<p><b>Padua Management Internship Program (MIP)</b></p> <p>Gain an understanding of workplace dynamics, professional expectations, and the influence of culture on both.</p> <p>Build proficiency in a range of business or industry skills appropriate to the field of the internship placement, including professional and inter-cultural communication through written, verbal, and nonverbal means.</p>

	Refine and clarify professional and career goals through critical analysis of the internship experience or research project.										
BIBLIOGRAPHY	<p>Readings are available in the blackboard site of the course or can be freely downloaded by the students. Further information concerning how to use the reading list will be provided at the begin of the course:</p> <ul style="list-style-type: none"> <li>- Caniato, F., Crippa, L., Pero, M., Sianesi, A., &amp; Spina, G. (2015). Internationalisation and outsourcing of operations and product development in the fashion industry. <i>Production Planning &amp; Control</i>, 26(9), 706-722.</li> <li>- Casoni, G. (2010). "Design and creativity in open innovation processes: The case of Italian industrial districts". <i>Strategic Design Research Journal</i>, 3(2).</li> <li>- Corallo, A., Latino, M. E., Menegoli, M., &amp; Striani, F. (2020). "The awareness assessment of the Italian agri-food industry regarding food traceability systems". <i>Trends in Food Science &amp; Technology</i>, 101, 28-37.</li> <li>- Carcano, L., &amp; Lojacono, G. (2019). <i>Made in Italy Industries: Managerial issues and best practices</i>. EGEA, chapters 1, 2, 4, 5, 8, 9 and 10.</li> <li>- Fortis, M (Eds.) <i>The Pillars of the Italian Economy. Manufacturing, Food &amp; Wine, Tourism</i>, 2016, Springer, chapter 3.</li> <li>- De Marchi, V., &amp; Grandinetti, R. (2014). Industrial districts and the collapse of the Marshallian model: looking at the Italian experience. <i>Competition &amp; Change</i>, 18(1), 70-87.</li> <li>- De Marchi, V., Lee, J., &amp; Gereffi, G. (2014). Globalization, recession and the internationalization of industrial districts: experiences from the Italian gold jewellery industry. <i>European Planning Studies</i>, 22 (4), 866-884.</li> <li>- Lazzeretti, L., &amp; Oliva, S. (2022). Exploring the marriage between fashion and 'Made in Italy' and the key role of GB Giorgini. <i>European Planning Studies</i>, 30(9), 1717-1735.</li> <li>- Paulicelli, E. (2015). Italian fashion: yesterday, today and tomorrow. <i>Journal of Modern Italian Studies</i>, 20(1), 1-9.</li> <li>- Porter, (1996). What is strategy? <i>Harvard Business Review</i>, Nov 1996, Vol.74(6), pp. 61-78.</li> <li>- Schilling, M. A. (2019). <i>Strategic Management of Technological Innovation 6th edition</i>. Mc Graw Hill, cap. 6</li> <li>- Veronesi, V., &amp; Schiavello, M. (2023). <i>The Evolution of Made in Italy: Case Studies on the Italian Food and Beverage Industry</i>. Springer Nature, chapters 2, 3, 4 and 7.</li> </ul>										
GRADING CRITERIA	<p>The final grade is based on the following:</p> <table> <tr> <td>Class participation</td><td>10%</td></tr> <tr> <td>2 Reports on company visits</td><td>25% (10% and 15%)</td></tr> <tr> <td>2 Individual presentations</td><td>20% (10% each)</td></tr> <tr> <td>Midterm exam</td><td>20%</td></tr> <tr> <td>Final individual Project (i.e. essay and presentation)</td><td>25% (15% and 10%)</td></tr> </table> <p><u>Class participation</u> Class participation includes regularly engaging in discussion of cases and readings, asking questions, and sharing experience about course topics. See BU policies below.</p> <p><u>Two reports on company visits</u> The written reports of 4 pages on company visits.</p> <p><u>Midterm exam</u> The midterm exam covers all the topics of the first part of the course. It is a written exam based on conceptual questions.</p>	Class participation	10%	2 Reports on company visits	25% (10% and 15%)	2 Individual presentations	20% (10% each)	Midterm exam	20%	Final individual Project (i.e. essay and presentation)	25% (15% and 10%)
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	<p><u>Class presentations</u></p> <ul style="list-style-type: none"> <li>- Two individual presentations for each student</li> </ul> <p>Students prepare a PowerPoint presentation of 10/12 slides to show in class. Presentations will last 25/30 minutes each.</p> <p>Through each individual presentation, students will show that they are able to critically analyse a business sector and contextualize and analyse a specific company/case analysis according to the related requests and characteristics</p> <p><i>The specific indications and content of each individual presentation will be discussed and defined directly with the professor.</i></p> <p><u>Final individual project</u></p> <p>The project will consist of a short essay of around 8 pages which students upload on Blackboard. The essay will be presented and discussed in class. Through the final project, students will show that they know the main characteristics of Made in Italy in terms of business. They will be able to describe and discuss the business model of a case study company, as well as apply knowledge acquired during the course to respond to business challenges.</p> <p><i>The specific indications and content of each individual presentation will be discussed and defined directly with the professor.</i></p>
<p><b>Bu Policies</b></p>	<p><b>Examinations</b></p> <p>Students are required to sit their examinations on the dates, at the times, and in the same classroom as the other students in their class. If a student is ill or has another extenuating circumstance which causes the student to be absent from a scheduled examination, he/she must provide appropriate documentation and receive approval from the Director.</p> <p><b>Attendance</b></p> <p>Students should note that attendance will be considered by faculty. Boston University Padua students are expected to attend each and every class session, tutorial, on-site class, internship work appointment, and activity required for the class as indicted in the syllabus. Any student with irregular class attendance may have his/her final grade penalized.</p> <p><b>Absences</b></p> <p>Unjustified absences from class, and any class related activity, will affect the students' participation grade, which will be lowered by one letter grade for each absence.</p> <p><b>Absence for Religious Reasons</b></p> <p>According to Chapter 151C of the General Laws, Commonwealth of Massachusetts, any student in an educational or vocational training institution, other than a religious or denominational educational or vocational training institution, who is unable, because of his or her religious beliefs, to attend classes or to participate in any examination, study, or work requirement on a particular day, shall be excused from any such examination or study or work requirement, and shall be provided with an opportunity to make up such examination, study, or work requirement that may have been missed because of such absence on any particular day; provided, however, that such makeup examinations or work shall not create an unreasonable burden upon such school. No fees of any kind shall be charged by the institution for making available to the said students such opportunity. No adverse or prejudicial effects shall result to students because of their availing themselves of the</p>

provisions of this section. Students who have questions about practicing their religion while abroad should contact Boston University Study Abroad.

**Lateness**

Students arriving more than 10 minutes after the posted class start time will be marked as late. Being late three times is equivalent to missing one class.

**Late Assignments**

Students are expected to turn in all course assignments on time as stated in each course syllabus. Late assignments will not be accepted and missed assignments will automatically be awarded an F. Please note that all coursework must be completed by the end of the program.

**Plagiarism**

Simply stated, plagiarism is taking another's work and presenting it as you own. Definitions of plagiarism frequently include terms such as 'theft' or 'steal'. Plagiarism is, in fact, intellectual theft. It is one of the most serious forms of academic misconduct. Plagiarism committed by a student will certainly result in course failure and may result in suspension or dismissal. For more details please see Boston University's Code of Student Responsibilities: <http://www.bu.edu/lifebook/universitypolicies/policies-code.html>

**Disability accommodations**

If you are a student with a disability or believe you might have a disability that requires accommodations, please contact the Disability and Access Services office (DAS) at 617-353-3658 to coordinate any reasonable accommodation requests. For more information, please visit: <http://www.bu.edu/disability>

**Interruption of program or early departure**

Only in serious cases – mostly related to medical emergencies – the Director will allow a student to take a significant break during the program or to leave before its official conclusion. Official written approval must be received by the Director.

**Academic Advice**

The Director serves as the head of the faculty and as academic advisor. The Director is available on an appointment basis to assist students with academic issues. For academic advice regarding students' home institutions' policies and transfer credit information, non-Boston students should also contact their school's academic advisors.

**Tutorials**

BU faculty are available by appointment for students who may need support in the learning process. We strongly encourage you to take advantage of this resource. Students in the past found it very useful to succeed. Students who receive a C on a test must seek support from faculty.

# CALENDAR

Content
<b>Lesson 1</b> <b>Course Introduction</b> Presentation of course, teaching method and objects . Introduction to Italy and Italian economy
<b>Lesson 2</b>  <b>Short refresh of strategy and innovation concept for the competitive advantage and introduction of 'Made in Italy' concept</b>  The class will refresh the fundamental of strategy and innovation for the competitive advantage.  Introduction of 'Made in Italy' characteristics through a film vision
<b>Lesson 3</b> <b>The FOOD industry:</b> facts, figures, main characteristics and evolution of the most representative Italian industry. Peculiarities of the business models for Food & wine companies: design, configuration and innovation: The case of Eatly
<b>Lesson 4</b> <b>The FOOD industry:</b> facts, figures, main characteristics and evolution of the most representative Italian industry. Case analysis: Starbucks' Plans in Italy: Carrying Coal to Newcastle?
<b>Lesson 5</b> <b>I° Individual presentation based on case analysis</b>
<b>No class</b> (make-up class on Friday, February 2 at 9:30am)
<b>Lesson 6</b> <b>FASHION industry:</b> Facts, figures, main characteristics and evolution the industry
<b>Lesson 7</b> Success in the Fashion industry Entrepreneurship and winning business models
<b>Lesson 8</b> The role of sustainability in the fashion industry: main aspects <b>GUEST SPEAKER</b>
<b>Lesson 9</b> The role of sustainability in the fashion industry: a case analysis <b>GUEST SPEAKER</b>
<b>Lesson 10</b> <b>The Backbone of Made in Italy: Industrial Districts</b> The evolution of the Italian industrial districts and main characteristics
<b>Lesson 11</b> <b>MIDTERM exam</b>
<b>Lesson 12</b> <b>FURNITURE &amp; DESIGN industry</b> (first part) Facts, figures, main characteristics and evolution of the sector.

<b>Lesson 13</b> <b>FURNITURE &amp; DESIGN industry</b> (second part) Facts, figures, main characteristics and evolution of the sector
<b>Lesson 14</b> <b>Company visit: Food industry</b> Students meet the actors of the Italian market and industry and have the opportunity to gain deeper knowledge on different aspects of Made in Italy. Students interact with questions prepared before the class visit and with the help of the instructor
<b>Lesson 15</b> <b>Company visit: Design industry</b> Students meet the actors of the Italian market and industry and have the opportunity to gain deeper knowledge on different aspects of Made in Italy. Students interact with questions prepared before the class visit and with the help of the instructor
<b>Lesson 16</b> <b>THE ART OF MECHANICS</b> Industry facts, figures, main characteristics, technology
<b>Lesson 17</b> Industry facts, figures, main characteristics, technology Case analysis: Ducati (Italy) vs Harley-Davidson (US): Innovating Business Processes and Managing Value Networks
<b>Lesson 18</b> <b>II° Individual presentation based on case analysis</b>
<b>Lesson 19</b> <b>Company visit: Mechanics Field</b> Students meet the actors of the Italian market and industry and have the opportunity to gain deeper knowledge on different aspects of Made in Italy. Students interact with questions prepared before the class visit and with the help of the instructor
<b>Final project submission</b>
<b>Lesson 20</b> <b>Final project class presentation</b>