COURSE DESCRIPTION

This course is about the economic environment in which companies strive for continuous innovation and design quality. Students learn the characteristics of an economy that influence innovation for business growth as well as societal well-being.

The context for study is Italy. The course provides an overview of the culture, history and economy of Italy. Students gain awareness and understanding of the people and business climate of Italy and the reasons why Italy continues as a hotbed for innovation and design. In addition to the joy of foreign travel, students gain skills and knowledge from this unique interdisciplinary experience that will be useful throughout their careers.

LEARNING OBJECTIVES

Upon the completion of this course, students will be able to:

• Analyze the characteristics of several foreign countries (geography, people, government, economy, communications and transportation) and compare other countries to Italy

• Identify the key elements of a country’s science, technology and innovation policies and how these influence a country’s standing in the global economy

• Relate the cultural and business characteristics of Italy to successful innovation, design and to economic growth

• Recognize the differences in cultural values and behaviors between Americans and Italians

• Adapt personal behavior to interact effectively with the Italian people and other foreigners

COURSE PRESENTATION

The course includes two main components:

1) classroom sessions – both before and after the travel portion, and

2) a nine-day cultural and business tour of northern Italy including visits to historical sites, museums, company facilities and cultural activities.

For classroom sessions, students will read assigned material, collect articles on specific topics, and work in teams to present information about one of the destination cities in Italy to the rest of the class. The itinerary includes travel to Bologna, Modena, Verona and Milano. For each location, students learn about local industries and companies before the trip, visit company sites while in Italy and then write a reflection paper upon returning from the trip.
REQUIRED TEXTS AND MATERIALS

Materials will be posted in Canvas, available through the UAB library, or can be accessed directly from internet websites. Additional source materials will be collected by students during their pre- and post-trip research.

There are two main “textbooks” for the course:


This report explores the fundamental aspects of innovation strategy and “sets out how governments can deliver better innovation policies for better lives.”

Although individual chapters are available for free online, you may purchase this report new or used in print, or in digital format using the Kindle App for access on any device.

**The Innovation Policy Platform (IPP)**, Organisation for Economic Co-operation and Development (OECD) and the World Bank.

This web-based collection of materials provides “access to knowledge, learning resources, indicators and communities of practice on the design, implementation, and evaluation of innovation”.

ASSESSMENT AND GRADING

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Paper – Expectations</td>
<td>50</td>
</tr>
<tr>
<td>Business News Stories (2)</td>
<td>50</td>
</tr>
<tr>
<td>Team Research and Presentations (2)</td>
<td>200</td>
</tr>
<tr>
<td>Pre-Travel Exam</td>
<td>100</td>
</tr>
<tr>
<td>Professionalism and Participation</td>
<td>200</td>
</tr>
<tr>
<td>Workbook Completion (including final reflections)</td>
<td>400</td>
</tr>
<tr>
<td>Total Possible Points</td>
<td>1000</td>
</tr>
</tbody>
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The following scale is used to determine the final grades in the course.

- A = 900 to 1000 points
- B = 800 to 899 points
- C = 700 to 799 points
- D = 600 to 699 points
- F = 0 to 599 points
COURSE SCHEDULE

PRE-TRAVEL CLASS SESSIONS

<table>
<thead>
<tr>
<th>Session</th>
<th>Date and time</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>TBA</td>
<td>Course Overview, Terminology and Definitions, Renaissance Innovations that Changed the World, Why Companies Must Innovate</td>
<td>Expectations Paper</td>
</tr>
<tr>
<td>3.</td>
<td>TBA</td>
<td>Selected Italian cities and innovations, Applications of the framework for innovation to focal industries</td>
<td>Team Research and Presentation (#1)</td>
</tr>
<tr>
<td>4.</td>
<td>TBA</td>
<td>Exam, Pre-Travel information and preparations</td>
<td>Pre-Travel Exam</td>
</tr>
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TRAVEL ITINERARY

Day 1 - Sat. March 11:
- Flight to Bologna, Italy (not included in the program fee)

Day 2 - Sun. March 12: (Bologna)
- Arrival at G. Marconi Airport in Bologna
- Transportation from the airport to the hotel in Bologna (not included in program fee)
- 2 nights in twin rooms with private bathrooms including breakfast at the 3-star Hotel University in Bologna
- Orientation session with our local on-site coordinator
- Welcome dinner at a restaurant in Bologna to kick off the program

Day 3 - Mon. March 13: (Bologna)
- Breakfast at the hotel
- Guided walking tour of Bologna in the morning focusing on Bologna’s history and culture. During the tour, you will see Bologna’s most important sights such as Le Due Torri and the Torre degli Asinelli including a visit inside the Basilica di San Petronio
- Admission to the Anatomical Theater in Bologna in the late morning, which was built by Antonio Levante in 1637 for anatomy lessons
- Guest lecture at the University of Bologna in the afternoon focusing on innovation and economic growth

Day 4 - Tues. March 14: (Bologna - Modena)
- Breakfast at the hotel
- Transportation by private bus during the day
- Visit to Ducati in the morning for a factory and museum tour. Ducati is an Italian company that designs and manufactures motorcycles.
- Visit to Aceto del Duca in the afternoon, which produces the traditional Balsamic vinegar
• 1 night in twin rooms with private bathrooms including breakfast at the 3-star Hotel Europa in Modena

Day 5 - Wed. March 15: (Modena/Parma region - Verona)
• Breakfast at the hotel
• Transportation by private bus during the day
• Visit to a car producer in the morning (or an alternative commercial site visit)
• 2 nights in twin rooms with private bathrooms including breakfast at the 3-star Hotel Aurora in Verona
• Orientation session with our local on-site coordinator
• Public transportation pass for the duration of the entire stay in Verona
• Free afternoon to discover Verona on your own (list of options to be provided)

Day 6 - Thurs. March 16: (Verona)
• Breakfast at the hotel
• Public transportation during the day
• Guided walking tour of Verona in the morning to see the most important cultural and historical sites such as the Duomo, Casa di Giulietta, Piazza dei Signori and the Arena di Verona
• Guest lecture at the University of Verona in the afternoon focusing on innovation and tourism development

Day 7 - Fri. March 17: (Verona - Milan)
• Breakfast at the hotel
• Transportation by private bus to Milan
• 2 nights in twin rooms with private bathrooms including breakfast at the 3-star B&B Hotel Sant’Ambrogio in Milan
• Orientation session with our local on-site coordinator
• Public transportation pass for the duration of the entire stay in Milan
• Corporate visit in the afternoon (specific site is under consideration)

Day 8 - Sat. March 18: (Milan)
• Breakfast at the hotel
• Public transportation during the day
• Guided walking tour of Milan in the morning to see the most important cultural and historical sites such as the Cathedral (Duomo), the mall “Galleria Vittorio Emanuele II” and the opera house “Teatro alla Scala” and the Castello Sforzesco
• Free afternoon to discover Milan further on your own; you may consider visiting the Triennale Design Museum, which exhibits events that highlight contemporary Italian design, urban planning, architecture, music and media arts
• Farewell dinner at a restaurant in Milan to wrap up the Italian experience

Day 9 - Sun. March 19: (Milan)
• Breakfast at the hotel
• Transportation from the hotel to Milan Malpensa Airport (not included in program fee)
• Departure from Milan Malpensa Airport to the USA (airfare not included in the program fee)
### POST-TRAVEL CLASS SESSIONS

<table>
<thead>
<tr>
<th>Session Date</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Date and time TBA</td>
<td>• Lessons Learned on Italy Tour</td>
<td>Workbook Due</td>
</tr>
<tr>
<td>2. Date and time TBA</td>
<td>• Comparative Analysis of Italy and another Country</td>
<td>Team Research and Presentation (#2)</td>
</tr>
</tbody>
</table>

### CONTACT HOURS

The Collat School of Business requires a minimum of 45 contact hours of combined in-class instruction and out-of-class student work (excluding travel days) for a 3-credit hour course. This requirement will be met and exceeded as follows:

- Pre-Travel Class Sessions: minimum 8 hours (4 class sessions @ 2 hours each)
- Daily contact hours = minimum 35 hours (7 study tour days @ 5 hours average each day): includes visits and discussions with representatives of businesses or organizations; time spent on cultural tours or in lectures; our face-to-face briefings after breakfast or lunch and after the meetings with organizations; and group meetings in the evening for reflection and synthesis.
- Post-Travel Class Sessions: minimum 4 hours (2 class sessions @ 2 hours each)
- “Out-of-class” Work: minimum 12 hours (1 hour out-of-class work for each of the pre- and post-travel class sessions)

### COURSE POLICIES

The same policies that are in effect for “regular” courses are apply to this course. This includes the following:

**Collat School of Business Codes of Conduct**

Because this course will be partially online, the codes of conduct for both the online and classroom types of courses are relevant.

[Collat School of Business Professional Code of Online Conduct](#)

[Collat School of Business Professional Code of Classroom Conduct](#)

**UAB Policies**

While on campus for class sessions or while traveling, students are under the ethical and professional standards and policies of the The University of Alabama at Birmingham.

For details and more information, read the Policies and Procedures section of the [Undergraduate Student Handbook](#).

The UAB Education Abroad office provides additional policies for the conduct of students while traveling abroad. These are provided when students apply for and register for the course.

**THIS IS A TENTATIVE COURSE SYLLABUS AND WILL BE REVISED (EXCEPT FOR THE TRAVEL ITINERARY AND POLICIES) PRIOR TO THE START OF THE COURSE IN SPRING SEMESTER 2017**