INNOVATION FOR ECONOMIC GROWTH
Spring Semester 2018 (with travel over Spring Break)
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Collat School of Business, UAB

COURSE DESCRIPTION

While some courses emphasize the innovation management process within a company, the motivation for this course is much broader. This a uniquely interdisciplinary course about how to evaluate the environment for innovation as a backdrop to a company’s growth initiatives. In today’s global world, it is important for managers to understand the economic, political, technological and cultural environment of various countries. In this way, managers can assess the favorability of the environment for innovative business growth as well as for societal well-being (which in turn, nurtures an innovative environment).

The starting 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. Students then compare Italy to other innovative countries and analyze specific industry sectors.

3 credit hours, no prerequisites; Open to undergraduate and graduate students

LEARNING OBJECTIVES

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

• 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
• Analyze the characteristics of a country relevant to innovation (geography, people, government, economy, communications and transportation) and perform a comparative analysis
• Analyze opportunities within industry sectors and relate to the environment for innovation and economic growth
• Recognize the differences in cultural values and behaviors between Americans and Italians and adapt personal behavior to interact effectively with the Italian people and other foreigners

COURSE FORMAT

This is a 3-credit UAB course that includes two main components:
1) Class Sessions and Course Assignments (before and after the study tour)
2) Study Tour of Northern Italy (10-day cultural and business study tour)

The combination of class sessions and time spent on the study tour fulfills the UAB contact hours requirement for a 3-credit hour course. And while there will be much enjoyment and many deeply personal experiences on the study tour, this is a for-credit learning experience. It is therefore very important for students to recognize that the course is more than a trip and tour.

Students will read assigned material, complete online assignments, take an exam, conduct research on specific topics, make presentations to the class, post to the travel blog and complete either a reflection workbook (undergraduate students) or a research project and presentation to the class (graduate students). The study tour itinerary includes travel to Bologna, Verona and Milano, Italy.
REQUIRED TEXTS AND MATERIALS

The main textbooks for the course are listed below. Additional materials will be posted in Canvas, available through the UAB library, or accessed from internet websites. Other source materials will be collected by students during their research.


This report covers the fundamental aspects of innovation strategy and “sets out how governments can deliver better innovation policies for better lives.” You may purchase this report new or used in print, or in digital format using OECD website, Amazon, or Google Play 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”. This will be used often in the comparative analysis across countries.

ASSESSMENT AND GRADING

Assignments vary depending on student status (undergraduate or graduate).

<table>
<thead>
<tr>
<th>Assessment of Undergraduate Students</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>200</td>
</tr>
<tr>
<td>Exam</td>
<td>200</td>
</tr>
<tr>
<td>Presentation about a destination or site</td>
<td>100</td>
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<tr>
<td>Professionalism and Participation</td>
<td>100</td>
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<tr>
<td>Travel Blog</td>
<td>200</td>
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<tr>
<td>Reflection Workbook</td>
<td>200</td>
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<tr>
<td>Total Possible Points</td>
<td>1000</td>
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<table>
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<tr>
<th>Assessment of Graduate Students</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>200</td>
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<tr>
<td>Exam</td>
<td>200</td>
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<tr>
<td>Presentation about a destination or site</td>
<td>100</td>
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<tr>
<td>Professionalism and Participation</td>
<td>100</td>
</tr>
<tr>
<td>Travel Blog</td>
<td>100</td>
</tr>
<tr>
<td>Research Project and Presentation</td>
<td>300</td>
</tr>
<tr>
<td>Total Possible Points</td>
<td>1000</td>
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</tbody>
</table>

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
Assignments
Assignments will involve reading and exercises to build a “traveler’s” level of Italian language skills, understand the history and culture of Italy and to complete various pre-work for class sessions on specific topics related to innovation and economic development.

Exam
The exam centers on selected chapters of the OECD report titled The Innovation Imperative and other assigned readings. The exam consists of a combination of multiple choice and essay questions. The exam for graduate students will include more extensive essay and application questions.

Presentation on destination or site visit
Each student will be assigned a city or site visit for which to conduct research and provide an informative presentation to the class. You will be the “expert” on your city or site and you will also provide additional information during the study tour. Presentations will be made in class at the last session before the study tour.

Professionalism and Participation
Students on the study tour are representing UAB and the Collat School of Business. To provide a favorable impression and to get the most benefit from the study tour, students will be assessed daily during the study tour on professionalism and participation. A detailed rubric will be provided. The criteria include time management (attendance, promptness), respect (social behaviors and etiquette based on both US and Italian norms), preparedness (motivation, contribution) and appearance (well-rested, dressed appropriately in business casual as required). Students are expected to be back at the hotel by 12 midnight on each study tour day. Additional guidelines will be provided.

Travel Blog
Students will be required to post to the class travel blog while on the study tour. You will be assigned two days on which you must post original content and two other days when you must comment on other students’ posts. Guidelines and practice posts will be made prior to travel. Students will be responsible for the technology tools (device and internet access) needed to post on the assigned days. Grading will be based on a rubric that includes criteria such as timeliness, content, reflection, voice, text layout, use of graphics/multimedia and quality of writing. Training materials on how to blog and additional guidelines will be provided.

Reflection Workbook
Undergraduate students are required to answer questions and complete a set of reflection exercises based on the study tour. Questions focus on specific activities on the study tour and more general questions about the impact of the study tour on the student’s perceptions and beliefs. Detail questions as well as a rubric will be provided. The workbook is due at the last class session after the study tour.

Research Project and Presentation
Graduate students are required to complete a significant research project and to present the results to the class. There are two parts. One is a focus is on an industry sector and the global outlook for the industry. The second is a comparative analysis of Italy with another country using the concepts from the OECD’s report on The Innovation Imperative and gathering data from a wide range of sources. The industry sector and comparison country must be approved by the instructor. Students will be provided with a detailed outline and a grading rubric. The project and presentations are due at the last class session after the study tour.
COURSE SCHEDULE

The course schedule includes 7 sessions (5 before and 2 after spring break) and a 10-day study tour over spring break. Note that assignments may be due during weeks when there is no class session. All class sessions are on Thursdays from 8 pm to 9:45 pm (classroom TBD) on the dates noted. The course ends on April 5th. Remote students in the QX course section have the option of attending the class session via Skype or later viewing a recording. Make an appointment with Dr. Bunn for arrangements.

PRE-TRAVEL CLASS SESSIONS

<table>
<thead>
<tr>
<th>Session Date</th>
<th>Topics and Activities</th>
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<tbody>
<tr>
<td>1. Jan 11</td>
<td>• Course Overview</td>
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<tr>
<td></td>
<td>• Terminology and Definitions</td>
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<td></td>
<td>• Italian Language and Culture</td>
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<tr>
<td>2. Jan 25</td>
<td>• Policy Framework for Innovation and Growth</td>
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<td></td>
<td>• Italy – Demographics, Culture, Business Environment and Pressing Issues</td>
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<td>3. Feb 8</td>
<td>• Selected Italian cities and innovations</td>
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<td></td>
<td>• Applications of the framework for innovation to focal industries</td>
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<td>4. Feb 22</td>
<td>• Exam</td>
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<td></td>
<td>• Work on research and presentations</td>
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<tr>
<td>5. Mar 1</td>
<td>Note: this class session is one week after the previous session.</td>
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<tr>
<td></td>
<td>• Presentations on destinations and site visits</td>
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<td>• Pre-Travel information and preparations</td>
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TRAVEL ITINERARY

Refer to the UAB Education Abroad website for information about the program fees and requirements.

Day 1 >> Fri. March 9:
• Flight to Bologna, Italy (not included in the package price)

Day 2 >> Sat. March 10: (Bologna)
• Arrival at G. Marconi Airport in Bologna
• Travel by public transportation (at own expense) to your hotel in Bologna
• 2 nights, twin rooms w/ private bath, breakfast included at 3-star Hotel University in Bologna
• Orientation session with your on-site coordinator
• Welcome dinner at a restaurant in Bologna to kick off the program

Day 3 >> Sun. March 11: (Bologna)
• Breakfast at the hotel
• Introductory crash course on the Italian language and culture
• Guided walking tour of Bologna in the late morning focusing on Bologna’s history and culture. See Bologna’s most important sights such as Le Due Torri and the Torre degli Asinelli.
• Free afternoon in Bologna to explore the city further on your own (recommendations provided).

Day 4 >> Mon. March 12: (Bologna - Sant’Agata Bolognese - Verona)
• Breakfast at the hotel
• Transportation by private bus during the day
• Visit to Lamborghini in the morning. Founded by manufacturing magnate Ferruccio Lamborghini in 1963 to compete with established offerings from marques such as Ferrari
• 3 nights, twin rooms w/ private bath, breakfast included at 4-star Grand Hotel des Arts in Verona
• Orientation session with your on-site coordinator
• Free afternoon in Verona to explore the city on your own (recommendations provided).

Day 5 >> Tues. March 13: (Verona region)
• Breakfast at the hotel
• 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 (includes admission to the Arena di Verona)
• Visit to an agricultural producer (olive oil mill Frantoio Bonamini Frantoio Salvagno or the rice mill Antica Riciseria Ferron in Isola della Scala, or other TBD)

Day 6 >> Wed. March 14: (Verona)
• Breakfast at the hotel
• Public transportation during the morning
• Visit to and guest lecture at the University of Verona focusing on innovation
• Tour of Santa Marta (a huge complex originally intended for production of bread, storage and management of other kinds of livelihood. Restored with the use of innovative (award winning) technologies. Now home to university departments and library.)
• Meeting with Italian students following guest lecture and tour
• Free afternoon to discover Verona further on your own (recommendations provided).

Day 7 >> Thurs. March 15: (Verona - Milan)
• Breakfast at the hotel
• Transportation by private bus to Milan
• Guided tour and lecture at the Kilometro Rosso Science Park at the University of Bergamo
• 3 nights, twin rooms w/ private bath, breakfast included at 3-star B&B Hotel Milano Sant’Ambrogio in Milan
• Public transportation pass for the duration of the entire stay in Milan
• Orientation session with your on-site coordinator
• Corporate visit in the afternoon to Intesa San Paolo, (has clear leadership in the Italian market and a strong international presence in Central-Eastern Europe and the Mediterranean basin)

Day 8 >> Fri. March 16: (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” (includes admission to the Duomo)
• Visit to a design company, Park Associati Architects, whose projects are structured around the handling of design complexity and always focus special attention on the issues of sustainability

Day 9 >> Sat. March 17: (Milan)
• Breakfast at the hotel
• Public transportation during the day
• Free day to discover Milan further on your own (recommendations provided).
• Farewell dinner at a restaurant in Milan to wrap up the program

Day 10 >> Sun. March 18: (Milan)
• Breakfast at the hotel
• Travel by public transportation (at own expense) to Milan Malpensa Airport
• Departure from Milan Malpensa Airport to the USA (airfare not included)
**Post-Travel Class Sessions**

<table>
<thead>
<tr>
<th>Session Date</th>
<th>Topics and Activities</th>
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<tbody>
<tr>
<td>6. March 22</td>
<td>• Lessons Learned on Study Tour</td>
</tr>
<tr>
<td>7. April 5</td>
<td>• Presentations of Research Projects by graduate students</td>
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<td></td>
<td>• Comparative Analysis of industry sections, Italy and other Countries</td>
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<td>• Undergraduate Reflection Workbook due</td>
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<td>• Course wrap up</td>
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*NOTE: THE COURSE ENDS ON APRIL 5TH*

**Course Policies**

Students must apply, be accepted and pay program fees for the Education Abroad Faculty-Led Program AND register and pay tuition for the course (either IB495 or MBA691). No other students or student companions are permitted on the study tour unless he or she is a student at UAB and has met both of these requirements.

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 and some online-only students will be enrolled in the course, the codes of conduct for both the online and classroom types of courses are relevant. View the Collat School of Business Code of Professional Classroom Conduct to learn about policies regarding conduct online and in the classroom.

**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 section of the 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.