COURSE DETAIL

ENTREPRENEURSHIP: THE ITALIAN WAY
Country Italy
Host Institution UC Center, Rome
Program(s) Made in Italy, Rome
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Italian Business Administration
UCEAP Course Number 128
UCEAP Course Suffix
UCEAP Official Title ENTREPRENEURSHIP: THE ITALIAN WAY
UCEAP Transcript Title ENTREPRENEURSHIP
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

Entrepreneurship is one of the most intriguing and mysterious components of modern economies. The "Made in Italy" brand is recognized internationally and has become synonymous with high quality, authenticity, and excellence. What’s behind the brand "Made in Italy" is one of the questions posed in class, including some of the most important European family-owned companies in Italy. Various topics are tackled through invited speakers and opportunities to interview first-hand several entrepreneurs, such as the Chinese entrepreneurs in the textile industry in Prato. The second part of the course examines the Food & Beverage Industry in Italy, with particular attention to post-pandemic trends. Case studies include Nonino grappa, Calvisius Caviar, and Venchi chocolate. The course uses a large array of texts and academic sources to assess real life case studies. It also critically evaluates major issues which affect entrepreneurship today, such as globalization, sustainability, and ethics, as well as various laws affecting the food industry.

Language(s) of Instruction
English

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Host Institution Course Details
https://uceap.sharepoint.com/:b:/s/DocumentLibrary/EUiIFUkX_Q9Cvg_Ci_cLyV4BcZpK...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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