COURSE DETAIL

BUSINESS: THE ITALIAN WAY
Country Italy
Host Institution UC Center, Florence
Program(s) Italian in Florence,Made in Italy, Florence
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Italian Communication Business Administration
UCEAP Course Number 103
UCEAP Course Suffix
UCEAP Official Title BUSINESS: THE ITALIAN WAY
UCEAP Transcript Title BUSINESS IN ITALY
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

The aim of this course is to inspire students about the possibilities of entrepreneurship. The Italian context will prepare students for the creative chaos of the entrepreneurial world. There is no better international context for exploring this phenomenon. From the Medici, who made a fortune and lost it again within a century, to Ferrari, the consummate entrepreneur; from Armani, Ferragamo and Gucci to Luxottica and Del Vecchio's sunglasses empire, we investigate the essence of Italian entrepreneurship. In addition, we scrutinize great examples of family businesses, in which each new generation exhibits entrepreneurship (FIAT, Ferrero etc.) as well as instances of entrepreneurships where it all went wrong (e.g. Parmalat). The world of entrepreneurship is evaluated from the perspectives of management, finance, and marketing as well as sociology in order to understand these enterprises. The course is delivered using a large array of texts and academic sources that the students assess in real life case studies. We visit a wide range of entrepreneurial contexts and have the opportunity to interview at first hand a number of entrepreneurs and those that support entrepreneurship. Students also critically evaluate major issues such as globalization, sustainability, and ethics, which affect entrepreneurship today. Each class is based on a set of readings, and it is crucial that students keep up with the readings and be prepared to discuss them in class. Some lectures directly engage our readings while others provide contextualizing historical and theoretical information. Lectures and class discussions are supplemented by visits in which we explore the structure, philosophy, values, and methodology of Italian entrepreneurs. Emphasis is placed on taking the theoretical approach and applying it directly to the Italian context. This course is designed for undergraduate students of business, communication, international studies, management, economics as well as students with an interest in entrepreneurship.

Language(s) of Instruction
English

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Host Institution Course Details https://uceap.sharepoint.com/:b:/s/DocumentLibrary/EeLbJTJ_IJVHhawsAQYGoswBVWKc…
Host Institution Campus UC Center Florence
Host Institution Faculty
Host Institution Degree
Host Institution Department ACCENT
Course Last Reviewed 2024-2025

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