NYU Stern & SDA Bocconi

Doing Business in Italy
B86.3111.0A
Milan, Italy
Spring Break - March 2007

Dates:
- Wednesday, February 28, 2007 (5:00-5:45 p.m.)
  o Mandatory Pre-Departure Class Session in NYC
- Saturday, March 10-17, 2007
  o 7-day program in Italy, including 5 days of academic and 2 days of non-academic programming

Course Description:
The key aim of this program is to provide participants with information and theoretical models related to the international strategic management and to introduce them to the best practices adopted by Italian companies.

The course structure includes lectures, presentations and discussions led by Bocconi School of Management (SDA Bocconi) faculty members; business and government speakers; visits to companies; faculty debriefing on visits and speakers; final project; local cultural events. Students will receive 1.5 credits from Stern for their successful participation in this course.

Course Requirements:
- 100% attendance to all lectures, presentations and site visits in Milan during the academic program.
- Active participation in class discussions and cases.

Deliverables:
1. Pre-Departure Briefing
2. “Italy and It’s Potential” - Presentation
3. Final Exam

The course is graded on a Pass/Fail basis. Students must receive the equivalent of a grade of “B” (80%) or better to pass the course. Failure to meet attendance and deliverable requirements will result in a failing grade.

Mandatory Pre-Departure Class Session:
A mandatory pre-departure class session will be held on Wednesday, February 28, 2007 from 5:00-5:45 p.m. at Stern to meet in study groups, review logistics, and discuss pre-trip work. Room for session will be emailed to enrolled students prior to date.
Reading Materials:
- At the end of the program the participants will be provided with a CD of all teaching materials presented in the class
- Additional material, illustrative to the lecture themes, will be distributed by the lecturers

Grading:
SDA Bocconi Professors will grade the students based on the following:
- 10% pre-trip briefing book assignment
- 45% study group presentation on last day of course
- 25% final exam (take home)
- 20% class participation and class attendance
- Students must receive a “B” or better to receive Stern credit which corresponds to on Bocconi’s grading scale:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100-90</td>
<td>Excellent - A</td>
</tr>
<tr>
<td>89-80</td>
<td>Very Good – B</td>
</tr>
<tr>
<td>79-70</td>
<td>Good – C</td>
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<tr>
<td>69-60</td>
<td>Pass – D</td>
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<tr>
<td>59-0</td>
<td>Failure</td>
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</tbody>
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Study Groups: Pre-assigned and announced on/or before February 28, 2007 for introduction and assignments review. Group size of 3-4 students per group is preferred.

Access to computer labs, library and research facilities:
Students will have the same access to the Bocconi School of Management network as the regular Fall Exchange Students, and will be borrowed wireless cards to access the system. All incoming students are required to bring their own laptop. They will have access to the Bocconi Library for consultation, not for borrowing, given to the limited period of stay.

For academic questions, please contact the Bocconi program director Olga Annushkina, olga.annushkina@sdabocconi.it or Daniela Miglioli, daniela.miglioli@sdabocconi.it

First Assignment – “Italy Briefing Book” due before arrival in Italy

Description:
As part of the preparation for the Doing Business in Italy program, the first assignment will be the creation of a briefing book containing useful information on the business, economical and social environment of Italy.

To create the briefing book, each study group will be assigned a topic from the list below and must prepare a report on one of the following:
• Industrial structure of the Italian economy
• Family business in Italy
• Regional differences in Italy: North vs. South
• Fashion industry in Italy: segments, players, global competitive environment
• EU: main historical milestones; EU and Italy

and send it via email to Olga Annushkina, at olga.annushkina@sdabocconi.it and to the International Programs Office for posting on the Blackboard site for this course before Friday, March 2, 2007. Some themes may be covered by more than one study group. All briefings prepared by the study groups will then be posted on Blackboard. Students are expected to read each study group’s submissions before arrival on-site at SDA Bocconi and be familiar with the topic before the lecture.

Guidelines

Format:
• Each study groups selects a topic to work on as a group.
• Length: 5 pages maximum (no less than 3)
• Font: 12 point Arial, single spaced with an extra space between each paragraph
• Each group can attach additional items such as tables, charts, suggested websites, readings and so forth that do not count in the suggested length
• Do not use any headers or footers
• Do not insert any page numbers
• Organization of the report-
  o The report should have 3 major sections:
  i. General introduction to the Topic;
  ii. Specific responses to the topic area; and
  iii. Conclusions

Second Assignment – Study Group Presentation – “Italy and its Potential”

Description:
“Italy and its Potential” – Group presentations

Guidelines
Due: Friday, March 16, 2007 – Presentation given on last day of course.

Format: Hard Copy and Power Point presentation.
Each group will be required to prepare a Power Point presentation to be presented orally in the last day of classes to the DBI in Italy Class.
• In assigned study group
• Length: 13 slides
• The oral presentation should last between 20 and 30 minutes
Content:
1. Please select an American Company that is not currently operating in Italy and that you consider that would be attracted to expand its operations to the country.
2. Address the following issues:
   a. Strategic opportunities for this company to expand its operations to Italy (1 slide)
   b. Industry analysis (6 slides)
   c. Target market assessment (2 slides)
   d. Business Model: How to adapt it in order to succeed in Italy (3 slides)
3. Conclusions (1 slide)

**Third Assignment – Take Home Final Exam**

The third assignment is an individual take home exam on topics covered in the course. It will be given out on-site in Italy and is due on or before Friday, March 23, 2007. Exam answers should be emailed to Olga Annushkina, at olga.annushkina@sdabocconi.it.

**COSTS**

**Program Fee: $1100**

*Includes*

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tr>
<td>3/11/2007</td>
<td>Guided tour of Milan (3 hours)</td>
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<tr>
<td>3/12/2007</td>
<td>Buffet lunch with SDA Bocconi MBAs offered by SDA</td>
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<td>3/13/2007</td>
<td>Bus* to/from Parmigiano Reggiano</td>
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<td>3/14/2007</td>
<td>Bus* to/from Winery in Franciacorta</td>
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<td>Wine &amp; Food Tasting</td>
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<td>3/15/2007</td>
<td>Bus* to/from Como</td>
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<td>Dinner at &quot;Torchietto&quot; restaurant</td>
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<td>3/16/2007</td>
<td>Lunch at Bocconi Restaurant</td>
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<td>Bus* to/from &quot;Last Supper&quot; Museum</td>
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<td></td>
<td>Entrance to &quot;Last Supper&quot; Museum</td>
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<tr>
<td>duration</td>
<td>All course materials</td>
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**Hotel Accommodation:**

~7 nights - Double Occupancy~
check-in: Saturday, March 10; check-out: Saturday March, 17

Does not include meals (except noted above), airfare, personal travel/expenses.
Program Fee Payment and Refund Schedule:
See Registration and Bursar Schedule

Transportation to/from Milan:
Students must arrange and pay for their transportation to/from Milan, Italy and to/from the airport. Students **must** arrive at the hotel on Sunday, March 11, 2007 and plan to depart from the program on the morning of Saturday, May 17, 2007. Students are free to travel independently before or after the course at their own expense.

- **To Corporate Visits:** Transportation to and from all corporate presentations is included in the DBI program fee.
- **To Group Events:** Group program activities include transportation, and it is included in the DBI program fee.
- **To Personal Activities:** Not included in the DBI program fee; at student’s own expense.

Transportation Milan Airport to/from Bocconi:
*Round-Trip Malpensa Airport-Milan transfer to hotel: Arranged by each participant.*
- The fastest way to reach downtown Milan from Malpensa airport is the Malpensa Express Train ([www.malpensaexpress.it](http://www.malpensaexpress.it)).
- Tickets can be purchased at the train station inside Malpensa airport.
- The Malpensa Express stops at Cadorna Station in downtown Milan.
- In Milan, the hotel can be reached by subway + tram.
- Cabs are available at the Cadorna station and can usually be found at a reasonable cost.

Accommodation:
*Double Occupancy - Hotel D'Este*
4* - V.le Bligny 23 - Close to SDA Bocconi
Milan, Italy
- Check in: Saturday, March 10, 2007
- Check out: Saturday, March 17, 2007

Additional night stays before or after course are arranged and paid for by the individual students.

Incidentals:
- Meals and incidental expenses not included in the above list will be paid directly by each participant.
- The average expense in bars for a quick snack is € 10; and € 30 for a complete meal in restaurants.
- Students should always carry some cash with them, since credit cards are not so widespread in Italy, especially in small bars.
Helpful Links:

SDA Bocconi Information:
http://w4.stern.nyu.edu/academic/affairs/international.cfm?doc_id=6241

La Scala Opera:

DBi Website (policies, registration, guidelines):
http://w4.stern.nyu.edu/academic/affairs/international.cfm?doc_id=5929

Italian Tourist Board Site: http://www.enit.it/default.asp?Lang=UK

Weather – Milan, Italy: http://weather.yahoo.com/forecast/ITXX0042.html