Course Description:
The course will utilize the Italian context to study cultural entrepreneurship so that students may
develop ideas for cultural entrepreneurship involving their home communities. The cultural
industries studied will include wine, cultural tourism and agritourism (agriturismo), slow food,
and design-intensive businesses such as fashion or furniture. Special emphasis will be placed on
agritourism, and students will study the Italian case in order to help identify agritourism business
models that may be employed in New Mexico, working in conjunction with a New Mexico-
based economic development organization. We will also explore business in the context of the
European Union in general and Italy specifically. The course will taught by UNM Professor
Dante Di Gregorio along with local guest lectures and site visits. The course will be based three
locations: Rome (in conjunction with UNM’s Rome Center), the Spannocchia agriturismo near
Siena, and Monaciano (another agriturismo near Siena).

The learning objectives of this course are as follows:
1. To enable students to discover, evaluate and exploit entrepreneurial opportunities to
   combine products, resources and markets internationally, with an emphasis on Europe in
general and Italy in particular,
2. To learn about entrepreneurship in cultural industries such as agri-tourism, cultural
tourism, slow food, arts, wine, and design-intensive businesses,
3. To gain an exposure to business and economic issues in the European Union and
   particularly in Italy, and
4. To learn about the relationship between local context and entrepreneurial opportunity by
   focusing on the unique context of Italy and by applying knowledge to students’ home
   communities, especially agritourism business models in central/northern New Mexico.

Materials:
Readings will include a series of articles and book chapters, which are all available through a
case packet that students must purchase for approximately $30 through www.study.net as well as
an readings packet distributed electronically. After registering on this website, please visit [link
to be added] in order to purchase the cases in digital form.

Grading Procedure:
The grade for this course will be determined as follows:
30%  International Business Plan or Feasibility Study (due July 2)
35%  Readings – Briefings Reports
20%  Assignments (due during trip)
15%  Participation
International Business Plan or Feasibility Study:
In groups of 2-3 (larger/smaller groups may be allowed in special circumstances), students will complete either (a) a business plan for an international new venture of their own choice that focuses on a cultural industry, or (b) a feasibility study for an international new venture in a cultural industry. The venture may be a new initiative of an existing large or small company (e.g., helping an existing small company expand into new international markets), or it may relate to the creation of a new business based on an international entrepreneurial opportunity. New ventures may involve taking products, services or business models from one market to another (in particular, taking cultural products/services from Italy/Europe to the US/Mexico or from US/Mexico to Italy/Europe), or creating a new venture based on the combination of resources from multiple countries (e.g., adapting an Italian/European business model for application in the US, Mexico or elsewhere). The deliverable associated with the assignment will include either a written business plan or feasibility study. The business plan or feasibility study can be submitted as (1) a report of approximately 20 pages in length, plus an appendix with supporting documentation and analysis, or (2) a Power Point presentation plus approximately 10 pages of supporting documentation. We will discuss the projects in depth during the program. Students may take part in an optional trip in New Mexico prior to the Italy trip in order to connect with agri-tourism initiatives that are ongoing in New Mexico, in order to work with these initiatives for the project. If you are traveling after the program and would like to request a time extension, you may do so, but you need to coordinate with your team partners and you need to request the extension by June 22.

Readings - Briefings Reports:
On an individual basis, students will submit briefings reports for 12 readings out of the list at the end of this syllabus, which consists of book chapters and other readings posted to the Course Data Files (http://mgtclass.mgt.unm.edu/DiGregorioD/) and cases available for purchase through Study.net. For each item, you should write a one- to two-page, double-spaced, type-written executive briefing pertaining to the central issues discussed in the reading, along with your reaction (e.g., What did you learn? How does this reading relate to others? What are the implications for managers and entrepreneurs?). You may exceed one page per reading, but try to focus on the main take-aways. The purpose of this assignment is to help you structure the information you are taking in and to articulate your reaction to the newly acquired knowledge. Choose a format (e.g., essay, outline, bullet points) that helps you synthesize and digest the information. Please submit these assignments by email. They are due by July 2, but you will earn 5% extra credit for each briefing submitted prior to the beginning of the program on June 10.

Assignments:
Four short assignments will be completed during the program. These assignments will entail conducting primary research while in Italy and may be hand-written. The assignments will be provided while in Italy.

Participation, Case Discussions and Conduct:
To get anything out of this class, you must also put something into it. To provide an additional incentive, a portion of your grade will be assessed based on the quality and quantity of the contributions you have made to class discussions, as well as your conduct during site visits and
guest speakers. Attendance is a necessary condition for a good participation grade, but it is not sufficient. Students should avoid disruptive behavior such as leaving class early, arriving very late, holding private conversations during class, and using mobile phones or text messaging. Engaging in disruptive behavior will adversely impact your grade, particularly when site visits or guest speakers are scheduled. Any violation of the Student Code of Conduct (http://pathfinder.unm.edu) will be taken very seriously and appropriate sanctions will be applied. This includes plagiarism, exam misconduct, etc.

Due to the intense 2-week format, students are strongly encouraged to complete all readings before the trip. This will enable you to enjoy your free time in Italy rather than having to catch up on reading. Your participation grade will be determined in part by your preparedness for case study discussions, so it is crucial that you have read the class materials in advance of the days in which they appear on the class schedule.

Keep in mind that your behavior while traveling as part of a UNM group abroad reflects upon your school and your country. I will treat all participants with respect as mature adults and expect you to live up to my expectations. I especially expect participants to reflect positively upon UNM during all site visits and guest speakers.

**Accommodations for Students with Disabilities:**
If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Appropriate documentation is required. (http://pathfinder.unm.edu)
### Tentative Schedule (a final schedule will be distributed upon arrival):

<table>
<thead>
<tr>
<th>Date (June)</th>
<th>Location</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBD</td>
<td>UNM Campus</td>
<td>Mandatory orientation session (I will try to schedule this at a time that everyone can attend)</td>
</tr>
<tr>
<td>TBD</td>
<td>Northern NM</td>
<td>Optional field trip to agri-tourism facilities in Albuquerque as well as in other locales in NM (Española, Taos); all are encouraged but not obliged to attend</td>
</tr>
<tr>
<td>16&lt;sup&gt;th&lt;/sup&gt; Saturday</td>
<td>Rome</td>
<td>Students arrive, orientation in afternoon and tour by director of UNM Rome Center (2-3 hours)</td>
</tr>
<tr>
<td>17&lt;sup&gt;th&lt;/sup&gt; Sunday</td>
<td>Rome</td>
<td>Free day – Rome (students must spend some time with field assignments), alternate time for tour</td>
</tr>
<tr>
<td>18&lt;sup&gt;th&lt;/sup&gt; Monday</td>
<td>Rome</td>
<td>Full day of site visits (e.g., ICE, Brioni, Wine Academy)</td>
</tr>
<tr>
<td>19&lt;sup&gt;th&lt;/sup&gt; Tuesday</td>
<td>Rome</td>
<td>Full day of site visits (e.g., Città del Gusto, US Embassy), then depart for Spannocchia</td>
</tr>
<tr>
<td>20&lt;sup&gt;th&lt;/sup&gt; Wednesday</td>
<td>Monaciano, Siena</td>
<td>Departure for Monaciano (Siena), Coop site visit</td>
</tr>
<tr>
<td>21&lt;sup&gt;st&lt;/sup&gt; Thursday</td>
<td>Monaciano, Siena</td>
<td>Lectures, case discussion, visit to nearby Bandiera Arancione village</td>
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<tr>
<td>22&lt;sup&gt;nd&lt;/sup&gt; Friday</td>
<td>Monaciano, Siena</td>
<td>Florence day trip with site visits (Salvatore Ferragamo or Gucci, design schools)</td>
</tr>
<tr>
<td>23&lt;sup&gt;rd&lt;/sup&gt; Saturday</td>
<td>Monaciano, Siena</td>
<td>Lectures, case discussion</td>
</tr>
<tr>
<td>24&lt;sup&gt;th&lt;/sup&gt; Sunday</td>
<td>Monaciano, Siena</td>
<td>Free day – Siena</td>
</tr>
<tr>
<td>25&lt;sup&gt;th&lt;/sup&gt; Monday</td>
<td>Spannocchia</td>
<td>Transfer from Monaciano, historical tour at Spannocchia</td>
</tr>
<tr>
<td>26&lt;sup&gt;th&lt;/sup&gt; Tuesday</td>
<td>Spannocchia</td>
<td>Full day of activities at Spannocchia</td>
</tr>
<tr>
<td>27&lt;sup&gt;th&lt;/sup&gt; Wednesday</td>
<td>Spannocchia</td>
<td>Full day of activities at Spannocchia</td>
</tr>
<tr>
<td>28&lt;sup&gt;th&lt;/sup&gt; Thursday</td>
<td>Departure</td>
<td>Students depart from Siena or Chiusdino on rail line or by bus.</td>
</tr>
</tbody>
</table>
Readings List: {PLEASE NOTE THIS IS THE READING LIST FROM 2011; AN UPDATED READING LIST WILL BE PROVIDED}

Please read (or view) at least 12 of the following 15 resources, based on your own interests. The case studies must be purchased through Study.net for $31.60. After registering at Study.net, please visit [http://www.study.net/r_mat.asp?crs_id=30020594](http://www.study.net/r_mat.asp?crs_id=30020594) for course materials. The remaining readings are available on the Anderson website at [http://mgtclass.mgt.unm.edu/DiGregorioD/](http://mgtclass.mgt.unm.edu/DiGregorioD/).

Business in the Context of Italy and the European Union:
1. The Economist, 2011, June 11. Italy Survey

Slow Food & Wine
7. Van der Meulen, 2008. The emergence of slow food, book chapter
8. Academia Barilla. HBS case available through Study.net

Design-Intensive Industries
13. Brioni. HBS case available through Study.net