

Course Title:	La Famiglia: Small Family Business Development in Sicily
Course Code:	300 level
Instructor:	Dr Paolo Loreto co-tutored by Dr Emanuele Lombardo
Credits:	3
Semester(s)/Terms to be offered:	Summer (May 19th - June 29th, 2013)
Course Description:	This course offers an opportunity to develop an understanding of business life in Sicily, with all its regulations, dynamics, market drivers and networks. The course connects students with small family businesses, which represent the typical expression of the economic context of the Sicilian territory as well as the lifeblood of Italy's economy. Agri-business firms (i.e. wineries, dairy/cheese farms, fisheries, etc.) will be deeply involved in interactive fieldwork with Arcadia students.
Learning Outcomes:	<p>Upon successful completion of the course, students will have:</p> <ol style="list-style-type: none">1. Demonstrated understanding of business culture in Sicily, with its dynamics and operations, along with the economic context associated with operating a small family business in Sicily and Italy. Assessment: Course instructor evaluations of students' responses to appropriate midterm and final exam questions; Case study analyses.2. Identified, operationalized, and discussed internationalization, finance and human resources management practices, and small family business supply-distribution chains in the context of Sicily's economy. Assessment: Course instructor evaluations of students' responses to appropriate midterm and final exam question; Case study analyses.3. Articulated the meaning of family reputation, its strong impact on marketing dynamics, and its effects on a firm's brand. Assessment: Course instructor evaluation of students' field project, selected midterm exam questions.

4. Performed market analyses for small family entrepreneurs as part of a business plan project.

Assessment: Course instructor evaluation of students' field project.

5. Applied course concepts and theory into practice as interns with a selected small family business in Sicily, and reflected on the experiences.

Assessment: Course instructor evaluation of students' participation and field project.

Course

Requirements:

Required text: An electronic reading pack will be sent to students
Indicate required readings (including both textbooks and primary sources) with full bibliographical data. ICost: To be determined

Note the number and kinds of tests and papers.

Test, Fieldwork and capstone project

Students are requested to prepare a business case (7.500 words original research paper) on the experience gained during their fieldwork (internship) with the local firms, aiming at demonstrating the student's engagement in business projects, applied research, and market analyses.

Grading criteria:

Participation: 10%

Case presentation: 25%

Midterm exam 20%

Final exam: 20%

Field project: 25%

Field studies:

Catania University - Faculty of Business and Economics:

attendance at academic lesson in Tourism Management

Science and Technology Park of Sicily (PSTS): visit at the R&D laboratories

La Famiglia aims to educate future entrepreneurs for success in the global marketplace. The course will expose students to a set

of analytical tools intended to develop skills in analyzing, evaluating, formulating and implementing business strategies. Problem solving activities and decision-making approaches will represent an important aspect of the course. Students are required to read assigned texts, documents and handouts. The format emphasizes case analyses, presentations and class discussion. These activities will provide participants with opportunities to enhance their critical abilities on business management topics. Students will learn how to communicate both verbally and in writing critical evaluations and ideas of strategic issues within real small business firms.

This program is intended to be an internship program for undergraduate and graduate students in any academic discipline.

Course Outline:

Week 1 (Tutorial)

Class 1: Introduction to business culture in Sicily: “la famiglia” and its network

Class 2: Business focus: Tourism and Agri-business

Class 3: Field visit to the University of Catania: Faculty of Business and Economics: attendance at academic lesson in Tourism Management

Week 2 (Tutorial)

Class 4: Network in tourism business

Class 5: Economic local context: making business in EU/Italy/Sicily

Class 6: Internationalization: the connection system overseas

Week 3 (Tutorial)

Class 7: Marketing: family, corporate and product branding reputation

Class 8: Finance and Human resources management

Class 9: The R&D strategy for the small family business in Sicily

Class 10: Field visit to the Science and Technology Park of Sicily (PSTS): visit at the R&D laboratories

Week 4 (Workplace experience)

Session 11: Midterms Exam

Class 12: Introduction to fieldwork

Class 13: Fieldwork planning of activities

Week 5 (Workplace experience)
Class 14: Market analysis in selected small firm
Class 15: Market analysis in selected small firm
Class 16: Business project in selected small firm

Week 6 (Workplace experience and final exam)
Class 17: Business project in selected small firm
Class 18: Business project in selected small firm
Session 19: Final Exam
Session 20: Student in-class presentations of business cases

Other Policies: These policies follow The College of Global Studies' Student Handbook and Academic Contract:
<http://www.arcadia.edu/abroad/>

Prerequisites: Introduction to Business/Management or Marketing, or instructor consent. A basic knowledge of finance is desirable. For student who do not have similar experience or knowledge, a basic course on "Finance for non finance people" will be available on-line as a prerequisite to enroll the "La Famiglia" program.
GPA Requirements: 3.0 on a 4.0 scale.

Rationale and Impact of the Course: The course "La Famiglia" offers a real opportunity to understand and appreciate the particular structure of family businesses in the southern part of Italy. Family business are strongly connected with the local territory and have relevant implications on brand reputation and market success.

The interactive relationship with local entrepreneurs, professionals, public institutions and business operators represent an extraordinary opportunity for students to exploit the scientific knowledge of Sicilian businesses and gain the necessary experience to actively succeed in the global marketplace.

Activities performed in this courses including on-site classes, fieldt studies, internship, and personal research will provide participants with opportunities to enhance their critical abilities in business management within real contest, providing them with key skills to advance their career opportunities.

Special Conditions: All necessary resources for study and field work are provided by the program.

**Country and
Program
Connection:**

This program provides students the opportunity to engage with and learn from Sicilian entrepreneurs, business experts, and market operators. Students will learn from selected Faculty of Business and Economics, University of Catania, and with the talented researchers of the Science and Technology Park of Sicily.