

## Europe as a Business Network, Ecosystem and Industry

**22/07/2019 – 09/08/2019**

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*(due to the planning of visits and the guest lecturers some times or dates might change slightly)*

<b>Week 1 – introduction to business networks, ecosystems and industries</b>	
<b>Weekend</b>	<b>Key pick-up</b> <i>You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.</i>
<b>Monday, July 22<sup>nd</sup></b>	<b>10 – 12: introduction to the course and topic “European Integration and Business Dynamics: Theoretical Frameworks and Context”</b> <b>13 – 15: Topic “Models of Capitalism”</b> <b>15 – 17: Topic “Theories of Corporate Governance”</b>  <i>lecturers: Hein Roelfsema and Luigi Pinna</i>
<b>Tuesday, July 23<sup>rd</sup></b>	<b>10 – 12: Topic “Macro Economics – Theory and Practice”</b> <b>13 – 17: Topic “Business Economics – Theory and Practice”</b>  <i>lecturers: Luigi Pinna and Burcu Öztürk</i>
<b>Wednesday, July 24<sup>th</sup></b>	<b>10 – 12: Topic “Global Strategy and Organization”</b> <b>13 – 15: Topic “The New Economy I – Unicorns: Access over Ownership”</b> <b>15 – 17: Topic “New Network Effects and Global Dominance”</b>  <i>lecturer: Luigi Pinna</i>
<b>Thursday, July 25<sup>th</sup></b>	<b>9.30 – 17: simulation “EU Negotiations &amp; Decision making”</b>  <i>lecturer: Boudewijn European Affairs</i>
<b>Friday, July 26<sup>th</sup></b>	<b>10 – 12: Topic “US &amp; EU Contrast in Regulating the New Economy”</b>  <b>Afternoon: prepare for relocating to Italy</b>  <i>lecturer: Luigi Pinna</i>

Week 2 – trends and developments in the European fashion industry	
Saturday and Sunday	Transfer to Milan, Italy by bus.
Monday, July 29 <sup>th</sup>	<p><b>9.00 – 9.30: Bus to college</b>  <b>9.30– 13: introduction to Milan and topic “ The world is changing and... Europe as well; the point of view of the business”</b>  <b>14.30 – 16.30: Topic “The role of brand experience for the Italian fashion sector; the B2C point of view”</b>  <i>lecturer: Alessandro Siviero</i></p> <p><i>Students will learn the key information and the basic tools to understand fashion networks, ecosystems and industries in Europe.</i></p>
Tuesday, July 30 <sup>th</sup>	<p><b>9.30– 13: Topic “Discovering brand experience in Milan”</b>  <b>14.30 – 16.30: Topic “Discovering brand experience in Milan” - Debrief of Experiences and Working Group on Assignments</b>  <i>lecturer: Alessandro Siviero</i></p> <p><i>In the morning the students will visit some stores in Milan to find the information needed to answer the questions assigned and to complete the tools given in the previous lessons. In the afternoon we will investigate the meaning of brand experience.</i></p>
Wednesday, July 31 <sup>st</sup>	<p><b>Morning: Company visit* – “The role of quality in building fashion brands”</b>  <b>Afternoon: Company visit* – “ Where fashion brands and values are born”</b></p> <p><i>Details will be communicated during the week. We will reach the destination by bus. To visit the place it is necessary to wear shoes (sneakers are fine, flip flops aren't) for security reasons.</i></p>
Thursday, August 1 <sup>st</sup>	<p><b>9.30– 13: Recap of the “Discovering brand experience in Milan” and Company visit and Topic “How to make business sustainable in the European environment; the business tools point of view”</b>  <b>14.30 – 16.30: Topic “How to build a fashion brand”</b>  <i>lecturer: Alessandro Siviero</i></p>
Friday, August 2 <sup>nd</sup>	<p><b>10.30– 13: Final presentations on chosen topics and feedback session: “How to build a fashion brand; the student’s point of view”</b>  <i>lecturer: Alessandro Siviero</i></p> <p><i>Presentation of the assignment for each group: 15 minutes</i></p> <p><b>Afternoon: relocating to The Netherlands</b></p>

<b>Week 3 – Trends and developments in International Business</b>	
<b>Saturday and Sunday</b>	<b>Return to Utrecht</b>
<b>Monday, August 5<sup>th</sup></b>	<b>10 – 12: Topic “Introduction to International Business” 13 – 16: Topic “Theorems and Case studies”</b>  <i>lecturer: Burcu Öztürk</i>
<b>Tuesday, August 6<sup>th</sup></b>	<b>10 – 12: Topic “Trends and Developments in the EU” 13 – 16: “Motives to Internationalize”</b>  <i>lecturer: Burcu Öztürk</i>
<b>Wednesday, August 7<sup>th</sup></b>	<b>10 – 12: Topic “ Internationalization Synergy &amp; Orientation Headquarters” 13 – 16: Final instruction on assignment</b>  <i>lecturer: Burcu Öztürk</i>
<b>Thursday, August 8<sup>th</sup></b>	<b>9:30 – 12: Team work finalizing the EU assignment 13 – 17: Final presentations on EU assignment I</b>  <i>lecturer: Burcu Öztürk</i>
<b>Friday, August 9<sup>th</sup></b>	<b>10 – 13: Final presentations on EU assignment II and wrap-up and farewell (to those leaving us)</b>  <i>lecturer: Burcu Öztürk</i>

Please take note that this course ends on Friday at 13.00h! Students who want to leave early might not receive (full) credits for this part of the program.

Also note that lunch is not part of the admission fee.