

## **STRATEGIC ISSUES OF MADE IN ITALY**

Course Director: Prof. Alessandro Sinatra.  
Assistants: Dott. Stefano Croci, Dott. Fabio Papa.

### **Course Programme 2012**

- Thursday, February 23rd 2012, h.14-16  
Lecture  
Main topic: Introduction to the course and the Italian way of doing business
- Friday, February 24th Feb 2012, h.10-13  
Lecture  
Main topic: Districts and System Areas : innovation, quality and internationalization
- Thursday, March 1st 2012, h.14-16  
Lecture  
Main topic: The Italian districts and an overview about the work of Richard Sennett, Micheal Porter and Suzanne Berger
- Friday, March 2nd 2012, h. 10-13  
Lecture  
Main topic: The SMI's challenge on internationalization and class work for the project presentation
- Thursday, March 8th 2012, h. 14-16  
Lecture  
Main topic: internationalization and quality - the Illy case study
- Friday, March 9th 2012, h 10-13  
Lecture  
Main topic: innovation - the Geox case study
- Thursday, March 15th 2012, h. 14-16  
Lecture  
Main topic: an answer to the fast fashion: the Patrizia Pepe case study
- Friday, March 16h 2012, h.10-13  
Lecture  
Main topic: China – a general overview about culture and business

- Thursday, March 22nd 2012, h 14-16  
Lecture  
Main topic: China – entry conditions, risks and opportunities and the problems of the Made in Italy in China
- Friday, March 23rd 2012, h.10-13  
Lecture  
Main topic: China – Gucci and Zegna case studies
- Thursday, March 29th 2012, h. 14-16  
Lecture  
Main topic: doing business in India
- Friday, March 30th 2012, h. 10 -13  
Lecture  
Main topic: Defending the brand
- Thursday, April 19th 2012, h. 14-16  
Lecture  
Main topic: internationalization – the luxury market
- Friday, April 20th 2012, h. 10 -13  
Lecture  
Main topic: the Italian furniture market – Milan’s “*il Salone del Mobile*” and “*fuorisalone*”
- Friday, May 4th 2012, h. 14-16  
Project presentation
- Thursday, May 10th 2012, h. 14-16  
Final exam (only for the attending students<sup>1</sup>)

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<sup>1</sup> See the “general rules” file published on the website of the course