



International Commerce, Culture and Innovation

MGMT:4000

Summer 2016

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Course Description

Innovation is often a key differentiator between market leaders and their competitive rivals. But firms need more than good products. They also need innovative processes and innovative management. Innovation is the result of a complex interplay of cultural, institutional and political factors that require much knowledge and insight. It is therefore important for today's managers to recognize the conditions that breed innovation and to understand the business, cultural and political environment that nurtures success.

This course gives future managers an important perspective on innovation and how it is shaping business across the globe. Managers who understand the difference between the *timeless* lessons of the past and the *timely* circumstances of the moment will be equipped to lead their organizations through the continually changing business climate.

"International Commerce, Culture and Innovation" provides students with a unique interdisciplinary experience. Students gain an understanding of the history, people and business climate of northern Italy and how these factors make Italy a hotbed for design and innovation. Students transfer their research on Italy to other countries to identify the context for innovations across the globe. More importantly, students gain knowledge of broader issues surrounding innovation efforts through the study of both management process and multi-sector policy actions.

Course Objectives

Upon the completion of this course, students will be able to:

1. Research, analyze and compare the characteristics of Italy, other European countries and the United States (geography, people, government, economy, business climate, communications and transportation)
2. Identify the key elements of a country's science, technology and innovation policies and how these influence a country's standing in the global economy
3. Identify the elements of the business environment and company strategy that are conducive to innovation
4. Relate the historical innovations of the Renaissance in northern Italy to the cultural and business characteristics that influence the successful deployment of innovations in today's business world
5. Compare the characteristics of highly innovative Italian companies to other companies
6. Explain the timely and timeless factors contributing to a business' successful growth through innovation.

Course Materials & Resources

The primary “textbook” for this course is a recent report from the OECD:

The Innovation Imperative: Contributing to Productivity, Growth and Well-Being, Organisation for Economic Co-operation and Development (OECD), Pages: 268, 2015

In addition to this report, other course materials are drawn from books, industry and company reports, museums, universities, government agencies, public-private partnerships, companies and trade associations. These are available on the internet or are reproduced in the readings packet.

Some source material will be “student initiated” requiring students to identify a credible source of information on a particular topic.

Assessments

The assessments of learning are briefly described below. Be sure to follow carefully the instructions for each assignment and refer to the grading rubrics to understand how your performance will be assessed. The rubrics list the criteria against which performance will be measured and the levels of achievement associated with each criterion.

Class preparation and participation are critical to success in this course. Class sessions include students’ participation in classroom discussions and activities including small-group exercises. Daily and weekly class preparation assignments will be posted. Students are expected to complete the assigned readings, speak and contribute to the discussion and listen carefully and respectfully to others. Preparation and participation will be evaluated after each class on three criteria: 1) preparation, 2) speaking and 3) listening.

Students will be assigned topics and guidelines for three reflection papers. These will be written at the beginning of each Monday’s class after the weekend travel. The focus is on an innovation you observed over the weekend and how the course concepts help you “see” the innovation in a different way.

The course requires two team presentations. One presentation will focus on a particular industry innovation and the other will focus on an Italian company. The topics (innovations and companies) will be assigned and an outline will be provided for each type of presentation.

The exams consist of a combination of multiple choice and short answer questions on the terminology and concepts and longer essay questions asking student to apply the concepts to companies and management situations.

The assessments and relative weights are shown below.

Assessment	% of Grade
Pre-Work Assignment	5
Class Preparation and Participation	10
Reflection Papers (3)	15
Team Presentations (2)	20
Mid-Term Exam	25
Final Exam	25
Total	100

Grading

The following scale will be used to determine the grades in the course:

90 – 100 points	=A
80 – 89 points	= B
70 – 79 points	= C
60 – 69 points	= D
0 – 59 points	= F

Plus/minus grades will not be assigned. Please refer to this Tippie College of Business website for grading guidelines to be followed in this course: <http://tippie.uiowa.edu/undergraduate/advising/grading-policies.cfm>

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/2 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Brandelle Unkrich (319-335-1041, brandelle-unkrich@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Academic Misconduct

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact Shannon Lizakowski (shannon-lizakowski@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or brandelle-unkrich@uiowa.edu.

Class Schedule

This is a list of topics and reading materials to be covered in the course. A detailed schedule will be provided when class starts on May 17.

#	Topic	"Textbook"	Readings Packet	Other Materials
	Pre-work: Define "Innovation"			Student initiated research
	Pre-work: Renaissance Innovations that Changed the World			YouTube Video: Venice Documentary-Discovery Channel
1	Course Overview Terminology and Definitions Renaissance Innovations	None	1) The Innovation Imperative – OUTLINE 2) The Innovation Imperative - GLOSSARY	
2	Policy Framework for Innovation and Growth	The Innovation Imperative, Chapter 1, pg. 15+		
3	Innovation Today	The Innovation Imperative, Chapter 2, pg. 33+		
4	Innovation in Italy		3) Innovation in Italy: Riccardo Illy Points the Way. Knowledge @Wharton	Website search The Innovation Policy Platform (IPP)
5	Fostering Talent and Skills for Innovation	The Innovation Imperative, Chapter 3, pg. 47+		
6	Innovation in Focus: Glassmaking and Optics		4) Luxottica Group SWOT Analysis (from UI Library, Business Source Complete)	YouTube Videos Museum websites
7	Business Environment for Innovation	The Innovation Imperative, Chapter 4, pg. 69+	5) MiSE Incentives for Companies (Italian Start Up Act)	
8	innovation in Focus: Giotto di Bondone (Artist) and Enrico Scrovegni (Patron)		6) Superimposed bodies to semi-sacred players – the development of Renaissance donor portraiture (Renaissance Italy: https://renaissanceflorence.wordpress.com/) 7) The Commissioning of Giotto by Enrico Scrovegni: Penance or Vainglory? (written by Michele Bunn)	Museum website Catholic Encyclopedia Online (Recommended that students visit the Scrovegni Chapel in Padua)
9	Knowledge creation, diffusion and commercialisation	The Innovation Imperative, Chapter 5, pg. 89+		

#	Topic	"Textbook"	Readings Packet	Other Materials
10	Innovation in Focus: Linear Perspective		8) Linear Perspective in Painting (http://www.visual-arts-cork.com/painting/linear-perspective.htm#vanishingpoint) 9) Andrea Palladio (https://en.wikipedia.org/wiki/Andrea_Palladio) 10) Filippo Brunelleschi (https://en.wikipedia.org/wiki/Filippo_Brunelleschi)	YouTube Videos Museum websites
11	Effective innovation policies	The Innovation Imperative, Chapter 6, pg. 121+	11) Italy: a new deal, a better Future, Ernst & Young (selected pages)	Italian National Institute of Statistics (online)
12	Public/Private Partnerships for Innovation			Venice Innovation and Research District (website) Italian Business & Investment Initiative
13	Applying the framework for innovation: National agenda for innovation	The Innovation Imperative, Chapter 7, pg. 153-176		
14	Innovation in Focus: Gentile Bellini, the Doges of Venice and international commerce		12) Gentile Bellini - Wikipedia (https://en.wikipedia.org/wiki/Gentile_Bellini)	Museum websites (Recommended that students visit the Palazzo Ducale (Doge's Palace) in Venice)
15	Applying the framework for innovation: Innovation and inclusive growth	The Innovation Imperative, Chapter 7, pg. 176-191	13) Italian Business & Investment Initiative: History (http://italianbusiness.org/history-2/)	
16	Applying the framework for innovation: Fostering health innovation	The Innovation Imperative, Chapter 7, pg. 192-204		Italian Business & Investment Initiative: Portfolio of Innovators (http://italianbusiness.org/portfolio-of-innovators/)
17	Applying the framework for innovation: Green economic growth	The Innovation Imperative, Chapter 7, pg. 205-218		
18	Implementation of innovation policies	The Innovation Imperative, Chapter 8, pg. 237+		