



Bellarmino University
W. Fielding Rubel School of Business
Summer 2007
Business Administration 410 01
New Business Ventures
Course Prerequisite(s): Acct 102, BA 301 and BA 305
May 9-28, 2007
Kufstein, Austria - Milan, Italy - Florence, Italy

Instructor: Keith Richardson
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Required Materials: International Business Plans – Brown & Gutterman – World Trade Press - 2003

Optional Materials: Italian/English Dictionary

Course Description: The course exposes students to the challenges faced by those attempting to start a business of their own. It will integrate many of the concepts of management, marketing, finance and law as they pertain to a career in entrepreneurship. In addition to exploring many of the opportunities and challenges encountered by budding entrepreneurs, the students will prepare a comprehensive three-year business plan.

Course Learning Outcomes: Upon completion of this course,

1. Students will demonstrate the ability to research a new product or service and complete a competitive market analysis, in an international setting.
2. Students will demonstrate the ability to develop a complete business plan for a new product or service.
3. Students will demonstrate the ability to identify and succinctly communicate the key selling points of a plan to a potential investor or a prospective employee.

Course Methodology:

- Lecture/Discussion: The discussion and sharing of knowledge, experiences, opinions and ideas sharpens analytical skills, improves judgment, and enhances conceptual skills. Assigned reading will be discussed in class.
- Business Visits: Students will visit a wide variety of business in Kufstein, Milan, and Tuscany.
- Team-based project: Students will work in teams to develop and present a new venture business plan which further reinforces the theory of the course and integrates material from other business courses.

Academic Resource Center (ARC):

Students needing or wanting additional and/or specialized assistance related to study techniques, time management, tutoring, test-taking strategies, etc. should seek out the resources of the A.R.C. located on the A-level in the W.L. Lyons Brown Library. Call 502/452-8071 for more information.

Disability/Accommodation Policy:

Students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Disability Services Coordinator (Room 225 Horrigan Hall or phone 452-8150).

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The mission of the W. Fielding Rubel School of Business is to provide student centered, quality education in the Catholic liberal arts tradition at the undergraduate and master's levels. The Rubel School is enriched by the diverse intellectual perspectives inherent in the overall mission of Bellarmine University.

Bellarmino University Non-discrimination Policy:

Bellarmino University admits qualified students of any age, sex, sexual orientation, race, color, religion, and national and ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school. It does not discriminate on the basis of age, sex, sexual orientation, race, disability, color, religion, or national and ethnic origin in administration of its educational policies, admissions policies, scholarship and loan programs, and athletic and other school administered programs. Bellarmino University is an Affirmative Action-Equal Opportunity employer. (See current catalogue or student handbook for any additional details.)

Academic Honesty:

Bellarmino University is an academic community. It exists for the sake of the advancement of knowledge; the pursuit of truth; the intellectual, ethical, and social development of students; and the general well being of society. All members of our community have an obligation to themselves, to their peers and to the institution to uphold the integrity of Bellarmino University. In the area of academic honesty, this means that one's work should be one's own and that the instructor's evaluation should be based on the student's own efforts and understanding. When the standards of academic honesty are breached, mutual trust is undermined, the ideals of personal responsibility and autonomy are violated, teaching and learning are severely compromised, and other goals of the academic community cannot be realized.

Students and faculty must be fully aware of what constitutes academic dishonesty; claims of ignorance cannot be used to justify or rationalize dishonest acts. Academic dishonesty can take a number of forms, including but not limited to cheating, plagiarism, fabrication, aiding and abetting, multiple submissions, obtaining unfair advantage, and unauthorized access to academic or administrative systems or information. Definitions of each of these forms of academic dishonesty are provided in the Academic Honesty section of the most recent edition of the Student Handbook. The University follows the policies outlined below for detected acts of academic dishonesty.

- 1.) Initial sanctions for instances of academic dishonesty may be imposed by the instructor or the appropriate dean. The choice of penalty ranges from a minimum penalty of failing the assignment or test to failing the course itself.
 - 2.) Following initial sanctions, all cases of academic dishonesty will be reported by faculty to the Provost of the University, who has the authority to determine a more stringent penalty for the reported act of academic dishonesty, depending, in part, on the student's previous record of academic dishonesty. The student will be required to have a conference with the dean of his/her college, or the dean's designee.
 - 3.) On the second offense during the course of a student's academic career at Bellarmino University, as a minimum additional penalty, the Provost will immediately suspend the student for the semester in which the most recent offense took place.
 - 4.) On the third offense, the Provost will immediately dismiss the student from the University.
- (See current catalogue or student handbook for any additional details.)

Grading Scale:

A+	=	4.0	For truly exceptional work; to be awarded rarely	B-	=	2.67	
A	=	4.0	Excellent	C+	=	2.33	
A-	=	3.67		C	=	2.0	Average
B+	=	3.33		D	=	1.0	Passing
B	=	3.0	Good	F	=	0.0	Failing



Bellarmino University is an independent Catholic university serving the region, nation and world by educating talented, diverse students of all faiths and many ages, nations, and cultures, and with respect for each individual's intrinsic value and dignity. We educate our students through undergraduate and graduate programs in the liberal arts and professional studies, within which students develop the intellectual, moral, ethical and professional competencies for successful living, work, leadership and service to others. We achieve these goals in an educational environment committed to excellence, academic freedom, and authentic conversations not dominated by particular political or other single perspective and thus to thoughtful, informed consideration of serious ideas, values, and issues, time-honored and contemporary, across a broad range of compelling regional, national and international matters. By these means, Bellarmino University seeks to benefit the public interest, to help create the future, and to improve the human condition.

Instructor Guidelines

Tentative Schedule of Assignments, Activities, and Projects:

Business Plan – Team Written Report (Due June 11, 2007)	60%
Instructor Evaluation of Participation / Contribution	20%
Teammates Evaluation of Participation / Contribution	<u>20%</u>
	100%

Business Plan Assignment (due June 11, 2007 – 60% of grade)

The core project of the class will be to identify a business idea and develop a three year business plan. You will work in teams of three students. Teams will be assigned at our first meeting in the Atlanta airport. As we travel, you will observe business, social, and cultural activities. I suggest you focus on identifying potential opportunities (unmet needs) in the following areas:

- Import a successful Italian business concept or product (goods and/or services) to the United States.
- Export a successful business concept or product (goods and/or services) from the United States to Italy.

We will meet frequently while in Florence to discuss the reading assignments in International Business Plans and to discuss your ideas and progress. We have five scheduled meetings, but we can talk as a class or I can meet with your team or with individuals as often as you like. We will have plenty of opportunities as we are traveling and exploring. You will want to take extensive notes, take pictures, and obtain any materials and information needed to complete your business plan, while we are in Florence. You will need to work collaboratively with your teammates while traveling and in the process of writing your report.

I will provide each team with a copy of an excellent business plan developed by an MBA team. This example plan will, hopefully, be useful to your team in determining how to proceed and it will give you ideas for report format.

Participation / Contribution (40% of grade)

Active participation in all class sessions and other group activities is expected. Punctuality, respectfulness (of everyone, but especially of the native population and customs) is expected. Students are expected to be inquisitive, attentive, and participatory during all business visits. Failure to behave in the prescribed manner will result in a failing grade in the course. Further, the class will develop its own ground rules for non-performance of class norms. Merely attending the events will result in below average participation grades.

The instructor will evaluate you (20% of grade) in terms of your overall participation and contribution to your project, throughout the trip. This will include all aspects of your professionalism and commitment. Your teammates will also formally evaluate your contribution (20% of grade) in terms of the amount of work you contribute to the project, your professionalism and participation level in team meetings, and your overall value to the team and to the development and write-up of the business plan.

Attendance Policy: Class attendance is mandatory. Students are required to attend each excursion or other class events. Your grade will be dropped by one letter grade for each activity missed without an excused absence as determined by the instructor.

Late Work Policy: The project must be completed on time. No late work will be accepted.

Public Folder Information: Not applicable

Changes in syllabus: The professor reserves the right to change the syllabus, as deemed necessary. Please try to maintain an air of flexibility. It is probable that when we arrive in Europe that there will be some adjustments to the proposed schedule. It is solely your responsibility to ensure that you are aware of changes and adjustments to the schedule once announced in class.

Bellarmine University Business Program Abroad – Tentative Schedule - May 2007

Date	Day	Activity
5/9	Wednesday	AM Leave U.S.(Louisville) 12:38 pm for Munich (be at Airport 2 hours before departure) Class meeting at Atlanta airport – assign teams and cover syllabus.
5/10	Thursday	AM Arrive in Munich 7:50 a.m. and take the train to Kufstein PM Arrive in Kufstein between 13 h -15 h Free time from 15 h -17 h (shopping for students, faculty meet with Michael) Welcome reception hosted by the university at 17 h
5/11	Friday	Program in Tirol (Please dress appropriately- sturdy shoes) AM 2 hour instruction session at the university Visit to Leidl Glass, lunch on bus PM Visit to Swarovski Crystal Company Visit to the farm (small fee) return at 19 h
5/12	Saturday	AM Breakfast at 8; Cultural activities in Kufstein 9 h – 12 h (Chair lift to mountain or Kufstein Castle visit) PM Lunch on campus at 12:30 leave for the train station at 13: 45, depart via train for Milan at 14:35 arrive in Milan at 20:45
5/13	Sunday	AM (Optional) Mass in Milan at one of the historical churches PM Lunch together with the group; visit to see DaVinci’s Last Supper (tentative) afternoon free
5/14	Monday	Program in Milan AM Instruction session with lectures at the Università Cattolica PM Site visits to local companies
5/15	Tuesday	AM Breakfast at the hotel, prepare bags site visit at Intesa Sanpaolo Bank Lunch on own in Florence PM Departure for Florence 13 h (tentative) Orientation and walking tour 16 h Dinner with group 20 h
5/16	Wednesday	Program in Florence – Central Market – San Lorenzo Market Class meeting after breakfast – discuss Chapters 1-3 - <u>International Business Plans.</u>
5/17	Thursday	Program in Florence – Uffizzi Museum Class meeting after breakfast – discuss Chapters 4-5 <u>International Business Plans.</u>
5/18	Friday	Excursion Day Lucca – Pisa
5/19	Saturday	FREE DAY (suggested independent weekend trip to Rome or Venice)
5/20	Sunday	FREE DAY
5/21	Monday	Program in Florence Class meeting after breakfast – discuss Chapters 6-10 - <u>International Business Plans.</u>
5/22	Tuesday	Excursion Day - Siena/Winery
5/23	Wednesday	Program in Florence – Class meeting after breakfast – discuss Chapters 11-15 - <u>International Business Plans.</u>
5/24	Thursday	Excursion Day– Montepulciano
5/25	Friday	Program in Florence Class meeting after breakfast – discuss progress on projects.
5/26	Saturday	Program in Florence, Farewell Dinner in Florence
5/27	Sunday	FREE DAY in Florence – final preparations for return trip – packing, etc.
5/28	Monday	AM Leave Florence EARLY for U.S.- bus pick up at 5 h, flight departs at 7 h arrives in Louisville 5:29