



# 311451 Small Business Entrepreneurship

2015 Madison College International Learning Outcomes

Legend: X=Linked, A=Assessed

External Standards	10101106 Accounting Fundamentals	10104104 Selling Principles	10104185 Customer Service Management	10145102 Small Business Development	10145105 Operations Management	10145106 Small Business Marketing	10145108 Field Experience Seminar	10145117 Introduction to Entrepreneurshi	10145120 Global Entrepreneurship, Italy	10196191 Principles of Supervision
Cultural Awareness - Demonstrate awareness of and sensitivity to other cultures' norms, practices, and actions while at the same time recognizing, acknowledging, and appreciating individual difference.					A		A		A	
Intercultural Communications - Communicate effectively and respectfully with diverse peoples in intercultural teams and work groups.				X	X		X		A	
World Languages - Speak and write in another language while recognizing and respecting the importance of language diversity (all languages) in global communication.									A	
International Travel - Exhibit preparedness/readiness for international travel including the abilities to assess and respond to health and safety risks and the ability to adapt to unpredictable situations.									A	
Global Citizenship - Recognize self as a part of global culture by demonstrating awareness of the interdependence of global systems; by understanding how the U.S. may be perceived world-wide; by solving problems with multiple perspectives and variables; and by making globally responsible decisions.					X				A	
Global Work Skills - Apply global perspectives to the work place through the use of appropriate technology for international communication, the ability to collaborate with diverse co-workers, the ability to adapt to variances between cultures in occupational processes, procedures and practices, and through recognizing the impact of the global economy on various occupations and professions.				X	X		X		A	



Madison College

## 10145120 Global Entrepreneurship, Italy

### Outline of Instruction

#### Course Information

**Description** This course will be offered with the option of 1 or 3 credits. It will have a research component both prior to and after the 10 day trip to Italy. There will be appointments with a variety of industry professionals including, but not limited to, entrepreneurs, professors and independent business owners. There will be several appointments to gain a further understanding of the culture. A final reflection integrating the experience and research will cap off the course.

#### Course Competencies

- 1. Cultural Awareness: Demonstrate awareness of and sensitivity to other cultures' norms, practices and actions while at the same time recognizing, acknowledging and appreciating individual differences.**

**Assessment Strategies**  
Written product, discussion

**Criteria**  
define cultural norms and differences between Italian culture and American culture  
identify assumptions about culture based on an American perspective  
describe influences of Italian and American culture on business practice
- 2. Intercultural Communications: Communicate effectively and respectfully with diverse peoples in intercultural teams and work groups.**

**Assessment Strategies**  
Written product, discussion

**Criteria**  
identify appropriate and non-appropriate modes of communication in Italian Culture  
demonstrate appropriate communication while interacting with others  
describe effective methods of communication relevant to business in Italy  
compare communication differences between Italian and American business people
- 3. International Travel: Exhibit preparedness/readiness for international travel, including the abilities to assess and respond to health and safety risks and adapt to unpredictable situations.**

**Assessment Strategies**  
Written product, discussion

**Criteria**  
define what risks may present themselves while traveling internationally  
describe how best to respond to health and safety concerns while abroad  
explain contingency plan procedure in regards to travel to and from the US and Italy

4. **Global Citizenship: Recognize self as a part of global culture by demonstrating awareness of the interdependence of global systems, understanding how the United States may be perceived worldwide, solving problems with multiple perspectives and variables, and making globally responsible decisions.**

**Assessment Strategies**

Written product, discussion

**Criteria**

identify roles and responsibilities as a global citizen representing the United States while abroad  
identify cultural biases in regards to behavior demonstrated by Americans vs Italians  
discuss the differences between appropriate on non-appropriate behaviors while traveling in Italy

5. **Global Work Skills: Apply global perspectives to the workplace through the use of appropriate technology for international communication, the ability to collaborate with diverse co-workers, and the ability to adapt to variances between cultures in occupational processes, procedures and practices, and through recognizing the impact of the global economy on various occupations and professions.**

**Assessment Strategies**

Written product, discussion

**Criteria**

justify the use of most common technologies used in Italian commerce  
describe how Italian commerce perspectives may or may not apply to American commerce practice  
define difference in commerce practice between American and Italy  
explain the general impact global commerce has on both Italian and American economies



# Syllabus – Global Entrepreneurship, Italy

## Course Welcome

We are excited to welcome you to Global Entrepreneurship – Italy 2020. The purpose of this course will be to learn about global entrepreneurship through the lens of Italian culture and industry. At the conclusion of the course, in March 2020, participants will visit educational, business, and cultural locations in Italy experiencing first hand both internationally recognized brand leaders in their field as well as thriving small artisan businesses. Cities visited will include Florence, San Gimignano, Milan, Modena, Maranello, Siena, and Tavernelle. A special visit to Università Cattolica del Sacro Cuore Milano for lectures in Entrepreneurship and the Italian design industry coupled with a special presentation from the Anna Piaggi foundation will be highlighted along with art, design, culinary and industry tours. These experiences will be accompanied by content specific lessons and post experience reflections. The course will culminate with a capstone reflection activity and post travel meeting to share, debrief, and solidify real world application of what was experienced.

## Instructor Information Including Contact Information

Instructor Name: Shana LaFore and Jill Huizenga

Email: [slafore@madisoncollege.edu](mailto:slafore@madisoncollege.edu) and [jrhuizenga@madisoncollege.edu](mailto:jrhuizenga@madisoncollege.edu)

Office Hours and Location and/or Online Availability: Daily check-ins during time of travel

Telephone: (608) 243-4325 and (608) 246-6349

## General Course Information

Course #: 8-digit number 10 -145 120

Section: 5-digit number

Days/Times: Travel March 11-21, 2020

Location/Instruction Mode: Face to Face

Credits: 1 or 3

## Textbook/Materials/Supplies Required

A journal of your choosing to complete daily reflection activities. Any supplies relevant to your specific travel needs. A recommended packing list will be provided pre travel.

## Information Relevant to the Specific Section

### *Technology Expectations*

A Blackboard course site is utilized for this class. Access it through via

<https://blackboard.madisoncollege.edu>. For student support information regarding Blackboard, visit the [college support page](#).

Madison College does its best to keep Blackboard up and running. If you cannot access the course, contact the [student help desk](#).

## ***What you will learn in this Course***

**Course Description:** This course will be offered with the option of 1 or 3 credits.

It will have a research component both prior to and after the 10 day trip to Italy.

There will be appointments with a variety of industry professionals including, but not limited to, entrepreneurs, professors and independent business owners. There will be several appointments to gain a further understanding of the culture. A final reflection integrating the experience and research will cap off the course.

### **International Study - Curriculum Competencies:**

- Cultural Awareness: Demonstrate awareness of and sensitivity to other cultures' norms, practices and actions while at the same time recognizing, acknowledging and appreciating individual differences.
- Intercultural Communications: Communicate effectively and respectfully with diverse peoples in intercultural teams and work groups.
- International Travel: Exhibit preparedness/readiness for international travel, including the abilities to assess and respond to health and safety risks and adapt to unpredictable situations.
- Global Citizenship: Recognize self as a part of global culture by demonstrating awareness of the interdependence of global systems, understanding how the United States may be perceived worldwide, solving problems with multiple perspectives and variables, and making globally responsible decisions.
- Global Work Skills: Apply global perspectives to the workplace through the use of appropriate technology for international communication, the ability to collaborate with diverse co-workers, and the ability to adapt to variances between cultures in occupational processes, procedures and practices, and through recognizing the impact of the global economy on various occupations and professions.

### ***Current Course Calendar/Schedule/Topics***

Example:

<b>Date or Week</b>	<b>Topic</b>	<b>Assignment and Due Date</b>
10 days of travel to Italy March 11-21	Journal Reflections	End of each day of travel
Post Travel	Capstone Reflection Project	March 30th

### ***Attendance Policy***

Students are expected to attend all pre and post travel classes/meetings. While abroad students are expected to participate in all planned events and excursions and to stay with the group unless permission by a travel lead is given. Students who must miss a class/meeting/event or excursion due to illness or emergency must notify a lead prior to the absence taking place. Each unexcused absences will result in a 1% overall drop in final course grade.

### ***Communication Plan for Faculty and Students***

I check e-mail and phone messages regularly and typically respond to communications within 24-48 hours. While abroad I or my co-lead will always have an emergency phone on

hand and respond promptly should a student call. This phone is to be called in case of an emergency only. A more extensive emergency plan is listed in the itinerary's emergency plan section. Pre and post travel, check the Announcement Page in Blackboard or your e-mail in order to access course related announcements. You are responsible for monitoring your student e-mail account.

### ***Campus Closures Due to Weather and other Emergencies (optional item)***

In the event the campus is closed, students should check Blackboard as well as their Madison College email for messages from their instructor.

### ***Class Participation Expectations***

You are encouraged to participate in this course by asking questions, answering questions, and participating in class activities, excursions and discussions.

### ***Homework and Preparation Expectations***

Prior to travel students are expected to complete any preparatory homework assignments. While abroad pre-excursion preparation and post-excursion reflection activities will be required.

### ***Late Assignment and Make-up Policies***

Any reflection assignment not complete within 72 hours is considered late. Reflections may be completed by the end of the course, however it is strongly encouraged that each student keep up with journal reflections daily.

Assignments are due on the date specified in the course calendar. If your assignment is late, your score is impacted:

Up to 24 hours late: 10% deduction

24-48 hours late: 20% deduction

48-72 hours late: 30% deduction

72 hours and beyond: 50%

### ***Submission of Assignments***

Assignments are submitted through Blackboard, where you will also receive feedback. Most assignments will be handwritten in the travel journal and submitted in person during travel. The capstone reflection will be completed post-travel and submitted electronically via blackboard. Feedback will be provided for daily journal reflections within 24 hours.

### ***Evaluation and Assessment Expectations***

Example: Outline of the assessment plan to measure participants' learning and development.

- o Acquaint self with another culture through industry and cultural appointments, interactive learning and quizzes prior to travel.
- o Give a presentation summarizing Italian business, industry, university and cultural encounters experienced during the trip.
- o Keep a journal while traveling, indicating a reflection of each day's events.
- o Summarize experience by participating in a post-trip reflection about the travel experience.

Assignment	Points	% of Grade
Attendance and participation in pre travel meeting(s)	100	10%
Attendance and participation in post travel meeting(s)	100	10%
Homework (10 @ 25 points each)	250	25%
Discussion during daily excursions (10 @ 25 points each)	250	25%
Capstone Reflection Project (1 @ 300 points )	300	30%
Total	1000	100%

A = 920-1000, AB= 880-919, B = 820-879, BC = 780-819, C = 700-779, D = 600-699, F = below 600

### Grading Calculations

[Final grades at Madison College are recorded as A=4.0, AB=3.5, B=3.0, BC=2.5, C=2.0, D=1.0, F=0]

## Syllabus Changes

We may modify the syllabus or schedule with reasonable notice to you. Look for an Announcement in Blackboard.

## ADA Statement

Madison College welcomes students with disabilities into the College's educational programs. Every Madison College campus has Disability Resource Services available for students with disabilities. The Disability Resource Services website provides specific information related to accommodations for disability-related barriers.

For further information, please see the [Disabilities Resources Services webpage](#), call 608-246-6716 (Students who are deaf should use relay) or email [DRSttransition@madisoncollege.edu](mailto:DRSttransition@madisoncollege.edu).

In order to receive consideration for reasonable accommodations for your disability, you must contact the Disability Resource Services office at the campus where you are officially enrolled. If approved for accommodations, Disability Resource Services will provide you with an accommodation plan.

Please share your accommodation plan with me and discuss your approved accommodations as early in my class as possible. If you feel your accommodation needs are not being met, please inform me or Disability Resource Services as soon as possible.

## **Equity and Inclusion Statement**

This class will be a safe and affirming learning space for all students, regardless of age, race, ethnicity, citizen status, gender, sex, sexual orientation, parental status, religion, ability, or socioeconomic status. As an instructor, I pledge to respect all students based upon these factors, including the use of preferred names and pronouns, and encourage open communication. Students are welcome and encouraged to share any/all viewpoints relevant to course material, and respectful, relevant debate is encouraged, provided all materials for the day can still be covered.

## **Other Essential Class Policies**

All required travel documents must be in hand in order for travel to occur.

## **Important College Services**

Student Support Services <https://madisoncollege.edu/student-support>

College Policies <https://madisoncollege.edu/policies-guidelines>

College Resources <https://madisoncollege.edu/campus-resources>