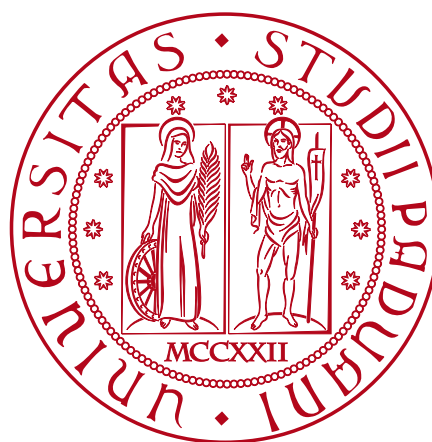


International Summer School  
September 16, 2012 >>> September 21, 2012

# Entrepreneurial Management and Innovation







UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA



## WELCOME

This International Summer School on Entrepreneurial Management and Innovation has been conceived after many different successful initiatives carried out at the University of Padua. First of all two graduate courses: the first, Strategy, Innovation and Entrepreneurship is focused on the issues of start-up entrepreneurship and corporate entrepreneurship, the second, Economics of Information focused on entrepreneurship in the Digital Economy. The School benefited from the experience of the YouToBiz program, a successful series of meetings with innovative entrepreneurs, made with the participation of the Centre for Entrepreneurial Learning at Cambridge University (UK), aimed at fostering entrepreneurial awareness and alertness. Since 2008 we organize the Research Innovation and Entrepreneurship Forum, an international event that offer several opportunities. For scholars and academics to discuss their research in order to advance the knowledge about entrepreneurial phenomena. For entrepreneurs to present their vision, achievements and challenges. For potential entrepreneurs who can learn how to start and run a business and building a successful entrepreneurial career. The Forum has allowed us to build a network of relationships with top level academic institutions and entrepreneurial companies. The Faculty of the School is composed of leading figures coming from such institutions. The basic idea behind the Summer School is that an Entrepreneurial Economy requires new and innovative entrepreneurs but also entrepreneurial companies with renovated stimuli for change and innovation, and managers with a professional background significantly oriented towards entrepreneurial attitudes. The profile of the entrepreneurial manager is characterized by leadership, vision, sense of direction, creativity. Elements that are also central in this Summer School. The School is characterized by three main factors: leading-edge professors from top educational institutions in different countries, real life examples from outstanding entrepreneurial and managerial cases, participants that come from different countries to share a truly international experience. We seek highly motivated people to carry out an intensive program of training to improve their entrepreneurial skills and attitudes. We offer a top level program that gives the opportunity to learn the most relevant issues of entrepreneurship and innovation in an international environment. The location on the Lake Garda has been chosen to provide a really pleasant and attractive place for study as well as a place rich in historical and cultural elements.

Moreno Muffatto  
University of Padua



**Moreno Muffatto** is Full Professor of Strategy, Innovation, Entrepreneurship and Economics of Information. Moreno Muffatto is Founder and Director of the Research Innovation and Entrepreneurship Forum (since 2008). Founder and Director of the Master Program in Project Management and Innovation (since 2004). Scientific Director of the International Symposium on Entrepreneurship and Innovation (2012). Director for Research, Global Entrepreneurship Monitor Italy (2012). Moreno Muffatto is European Regional Editor of the International Journal of Entrepreneurship and Innovation Management (IJEIM). Member of the Editorial Advisory Board of the International Journal of Product Development, the International Journal of Logistics: Research and Applications, the International Journal of Process Management and Benchmarking.



## WHY THIS SCHOOL

Entrepreneurship is crucial for economic development. The education system plays a key role in encouraging entrepreneurial behaviors, fostering the entrepreneurial skills of creativity and recognition of business opportunities that lead to the generation of new start-ups. Although there are many people who aspire to become entrepreneurs, many have neither the confidence nor the skills to turn ambitions into action. The younger generation should be exposed to entrepreneurship and follow a specific education to develop entrepreneurial skills.

The most complex tasks to promote innovation within a company are those that require vision, sense of direction, creativity, and are aimed at identifying new opportunities and creating new business models. The highly competitive and dynamic environment prevalent in most industries is forcing many companies to adopt an entrepreneurial strategy and seeking competitive advantage through innovation on a sustained basis. Organizations tend to lose their entrepreneurial spirit after the start-up phase. The transition from an entrepreneurial growth company to a well-managed business is accompanied by a decreasing ability to identify and pursue opportunities.

Innovation and change in established companies requires an entrepreneurial behavior not only to create new business units but also to make organizations more flexible and receptive to external stimuli. Not always entrepreneurship is about creating new businesses but also about the renewal and expansion of the range of products-services by existing firms. An entrepreneurial behavior is a need for corporate entrepreneurship. This in turn requires leadership, team building and effective communication skills.

Entrepreneurship and managerial skills are profoundly connected dimensions in the most successful companies. Successful companies are rediscovering the importance of entrepreneurial management and the organizational strategies for the development of environments that support entrepreneurial initiatives.

Companies interested in developing entrepreneurship should strive to create an organizational environment in which those who believe in the attractiveness of opportunities feel encouraged to pursue it.



## WHO SHOULD PARTICIPATE

The School is aimed at **young entrepreneurs, aspiring and prospective entrepreneurs, managers, corporate innovators and professionals wishing to broaden their entrepreneurial and managerial skills.**

In particular the School is for people who want to understand the feasibility of an entrepreneurial idea and for those who are thinking to start an entrepreneurial project within their organization.

The School encourages the participation of people with different cultural backgrounds and professional experience and is promoted around the world to stimulate interest and participation from different countries. One of the objectives of the School is to attract people from a variety of countries in order to make the learning experience as most productive also in terms of interaction among people with different cultural and professional background.





## BENEFITS

The one-week programme will give you:

1. the right mindset for an entrepreneurial initiative
2. the competences, tools, contacts and confidence to transform an idea into a successful business project or venture
3. a network of people who will be supportive for your entrepreneurial project
4. an educational experience that builds self-confidence and self-belief to create new ventures or support existing ones through being more proactive and innovative.

## DURATION

The Summer School will take place from **Sunday, September 16, 2012** (evening reception) to **Friday, September 21, 2012**.

## OFFICIAL LANGUAGE

**The course is held entirely in English.**



## LOCATION

The Summer School will take place in Desenzano del Garda an historic and exciting place on the Lake Garda. Lake Garda is the largest lake in Italy. It is located in Northern Italy, about half-way between Venice and Milan. The lake is a major tourist destination, including a number of exclusive hotels and resorts along its shore. The first people to settle at Lake Garda did so at about 4000 B.C. and the Romans also had a significant presence in this area attracted by the famous Spa found at Sirmione. The ancient fortified town of Sirmione, is one particularly popular destination. The picturesque Scaliger castle dates from the 13th Century (see a picture of the castle on the cover). The Roman poet Catullus had a villa here. The Summer School will be located in the historic Palazzo Todeschini designed by the architect Giulio Todeschini and built in 1580. Desenzano del Garda is at easy reach by train and the city centre is at a walking distance. The closest airport is that of Verona.



## ORGANIZATION

The School is organized around practical teaching sessions, small group discussions, guest speakers and presentation of case studies by entrepreneurs.

Leading scholars, entrepreneurs and innovators will give participants experienced advice and support to understand the processes of launching an entrepreneurial activity.

## THE SCHOOL CONTENTS

Lectures are organized around the following topics:

- > **Entrepreneurial Management**
- > **Entrepreneurial Self Efficacy**
- > **Entrepreneurial Leadership**
- > **Corporate Entrepreneurship**
- > **Recognizing and Creating Entrepreneurial Opportunities**
- > **Starting a Technology-based Company**
- > **Venture Capital and Entrepreneurship**
- > **High-Growth start-ups**
- > **Managing Technological Innovation**
- > **High Technology Adoption and Innovation Models**
- > **Managing IT for Business Value**
- > **Creativity for Innovation**
- > **Structuring for Innovation**
- > **Management of Innovation**
- > **Strategic Human Resource Management**
- > **How to build a workplace for innovation**







## SCHEDULE

The Summer School is a full time intensive course held over five days (Monday to Friday) and from 9:00 am to 7:00 pm.

After 7:00 pm many locations on the Lake Garda are available for visiting, relaxing and dining. In particular Sirmione, Lazise, Bardolino, Punta San Vigilio.

## THE FACULTY

The course is made entirely with professors and experts from major institution (universities and companies) of USA, Great Britain, Ireland and Italy. Most of these institutions have a well recognized background in researching and teaching entrepreneurship and innovation.

The Faculty is composed by professors and experts coming from:

- **University of California at Berkeley (USA)**
- **University of Sussex (UK)**
- **Newcastle University (UK)**
- **University of Padua (I)**
- **National University of Ireland**
- **BAIA-Business Association Italy America**
- **STMicroelectronics**
- **Intel Labs Europe**



## Andrea Prencipe

Andrea Prencipe is Professor of Innovation (Business and Management) at the University G. d'Annunzio, Chieti-Pescara (I) and Honorary Professor at SPRU, University of Sussex (UK). He holds a PhD in Science and Technology Policy Studies from SPRU, where he worked as a researcher from 1997 to 2001. Professor Prencipe is an expert on innovation issues in firms, including strategic management of technological and organizational innovation; organizational learning in project-based organizations; implications of modularity on the division and coordination of labor; social capital and innovation processes.



## Alberto Sangiovanni Vincentelli

Alberto Sangiovanni Vincentelli holds the Edgar L. and Harold H. Buttner Chair of Electrical Engineering and Computer Sciences at the University of California at Berkeley. He has been on the Faculty since 1976. He was a co-founder of Cadence and Synopsys, two leading companies in the area of Electronic Design Automation. He consulted for many companies including Bell Labs, IBM, Intel, United Technologies Corporation, BMW, Daimler-Chrysler, Fujitsu, Kawasaki Steel, Sony, ST, United Technologies Corporation and Hitachi. He is a member of the Advisory Board of the Lester Center for Innovation of the Haas School of Business and of the Center for Western European Studies and is a member of the Berkeley Roundtable of the International Economy (BRIE).



## Gianfranco Zaccai

Gianfranco Zaccai is Founder and President of Continuum Innovation, West Newton, MA, USA. As a global innovation design consultancy Continuum designs experiences that improve people's lives and drive business innovation. Based on in-depth consumer research, rigorous analysis of clients' business challenges and inspired creativity, we identify opportunities for innovation, create new products and services, and design new ways to communicate brands. Since 1983, Continuum has worked with companies worldwide including AllSteel, American Express, Herman Miller, Procter and Gamble, Master Lock, Novartis Diagnostics, Samsung, and Staples.





## James Hayton

James Hayton is the David Goldman Professor of Innovation and Enterprise at Newcastle University, Head of the Innovation and Enterprise Subject Group, and Director of the Centre for Research in Knowledge, Innovation, Technology & Enterprise (KITE). Professor Hayton's research focuses on how organizations build their capacity for entrepreneurship and strategic renewal through their choices for managing people and structuring their enterprise. Professor Hayton is Executive Editor of the journal Human Resource Management, an Editor at Entrepreneurship: Theory & Practice, and is an active member of both the Entrepreneurship Division and the Human Resource Division of the Academy of Management (AOM).



## Germana Campari

Germana Campari designs and implements change and leadership development programmes. Germana's twenty-five year career has spanned strategy development, business process engineering, post merger integration and leadership development, across many sectors. Germana's approach to leadership focuses on how leaders should be, before addressing what they should do. Leadership is about self knowledge and building relationships based on trust. She is a Senior Fellow of the Oxford Leadership Academy, which shares her approach to leadership. Germana Campari holds an MBA from the London Business School and a Doctorate in Chemistry from the University of Parma, Italy.



## Piero Formica

Dr. Piero Formica holds the Chair of Human Resources and Entrepreneurship Research at the King Saud University (Riyadh, Saudi Arabia) and is senior research fellow at the National University of Ireland and Intel Innovation Value Institute consortium where he leads an international research team on experimentation and simulation of high-expectation start-ups. He is Founder of the International Entrepreneurship Academy and has been Professor of Economics with special focus on innovation and entrepreneurship at the Jonkoping International Business School (2006-2009).



## Martin Curley

Martin Curley is Professor of Technology and Business Innovation at NUI Maynooth and co-Director of Innovation Value Institute. Prof Curley is a fellow of the Institution of Engineers of Ireland and the British Computer Society. Martin is also the recently appointed Director of Intel Labs Europe whose mission is to advance Intel research and innovation in Europe while partnering to enable European competitiveness. Prof Curley is also Senior Principal Engineer and Global Director of IT Innovation at Intel Corporation managing a network of IT Innovation centres catalyzing worldwide IT Innovation. Martin Curley is author of "Managing Information Technology for Business Value" published by Intel Press, January 04, co-author of "Managing IT Innovation for Business Value" published in 2007 by Intel Press and co-author of "Knowledge Driven Entrepreneurship" published by Springer in Jan 2010.



## Andrea Cuomo

Andrea Cuomo is Senior Executive, Vice President, General Manager, Sales & Marketing, Europe, Middle East and Africa of STMicroelectronics. He also heads the Advanced Systems Technology (AST) group and is a member of ST's Corporate Strategic Committee. In 2010, Cuomo was appointed Chairman of 3Sun, ST's joint venture with Enel Green Power and Sharp for production of photovoltaic panels. His board memberships include the International Advisory Board at the HEC Business School in Paris, the International Advisory Board of Nano-Tera, a Swiss National program for Nanotechnologies, and TTFactor, the IP utilization arm of the Istituto Europeo di Oncologia.



## Matteo Daste

Matteo Daste is a partner at Buchalter Nemer in San Francisco, California. Matteo was educated internationally, in Genoa, Italy, at Taunton's College and the London School of Economics, in England, and at Pepperdine University in California, where he received a J.D. law degree in 1999. Matteo Daste is the founder of BAIA (Business Association Italy America), the primary Italian business association in California. He also sits on the Boards of Directors of two technology startups and various nonprofit organizations, such as the Mind The Bridge Foundation, a foundation dedicated to promoting entrepreneurship between Italy and Silicon Valley.





## Claudio Loccioni

Claudio Loccioni, is founder and director of Loccioni Humancare, the business unit of Loccioni Group involved in health, nutrition and wellness. Loccioni group is a worldwide leader in the development of automatic measure and quality control systems for the improvement of the quality of products and processes for several sectors, from home appliances, to automotive industry. Claudio was educated internationally and got his Ph.D. in mechanical engineering from the Polytechnic University of Marche, in collaboration with University of Pisa and Johns Hopkins University in Baltimore (USA). Here he got involved in development of a non invasive system for blood analysis by means of acousto-optic technology and he grew his passion for health care and medical device. After 3 year of working experiences in industrial companies in Germany he joined the family company and created the new business unit with the vision to develop a new approach in delivering technology to the international health care system, bridging research for innovation with human conversations and communities.

## ADMISSION

Potential participants are encouraged to send an expression of interest by e-mail as soon as possible to be included in the mailing list for any updated information regarding the school.

Please send this expression of interest to:

**emi.summerschool.dii@unipd.it** and **paolo.giacon@unipd.it**

After that participants are encouraged to submit an Application before 10 July 2012.

The application consists of:

- > a Curriculum Vitae
- > a personal mission statement (500-600 words) including your personal mission and aspirations what you would like to achieve on a personal as on a professional level.

Applications must be sent in PDF format to the following addresses:

**emi.summerschool.dii@unipd.it** and **paolo.giacon@unipd.it**

The scientific committee of the School will select the participants and communicate the results by 20 July 2012.

## FEE

The regular admission fee is 1000,00 Euro. The fee covers admission to all session, teaching materials, lunches and coffee breaks.

## FELLOWSHIPS

Fellowships are available to partially offset the fee for the following categories: Academics, PhD Students, post-doc students, graduate students.

If you are eligible for a fellowship please include the amount of fellowship you request.

A limited number of fellowships to fully offset the fee, i.e. free fellowships, are available that will be awarded to outstanding profiles among those who submitted an application and belonging to the following categories: Academics, PhD Students, post-doc students, graduate students.

You will be notified by 20th July 2012 as to whether or not you have won a fellowship.



## DIRECTOR OF THE SCHOOL

### **Professor Muffatto Moreno**

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## WEB SITE

**[www.rieforum.org/summerschool](http://www.rieforum.org/summerschool)**



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