

STARTUP VENTURES AND ENTREPRENEURSHIP

Field Learning Programs

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1-Week / 3-Credit Field Learning Program

About the Program

The 1-week / 3-credit **BUEREV300** field learning course provides a unique exploration of startup ventures and entrepreneurship from an Italian perspective. Topics introduce the factors involved in initiating new entrepreneurial ventures that have the enduring power to become a successful company. Program content includes lectures, visits, and laboratory activities enhanced by the active participation of involved companies.

Available Sessions

The program is offered three times a year – before the Fall and Spring Semesters and once in the Summer Sessions.

Fall Pre-Semester Week	Spring Pre-Semester Week	Summer Session F
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The program start and end days are Sun-Sun. The fall/spring edition can be combined with the semester/quarter/short sessions. The summer edition can be combined with the Session IV 3-Week Session (4-Week Session VIII). Please consult session dates at fua.it/Utility/academic-calendar-detail.html

Field Learning Week Details | Daily Coursework

(Daily research and assignments required. Detailed syllabus available upon request)

DAY 1

- Arrival in Florence and Orientation

DAY 2

Lecture

- Role of incubators, accelerators, and business angels in startup ventures and emerging companies.
- Customer segmentation

Field Learning Itinerary

- Nana Bianca startup hub
- FUA EntrepreLearn Lab

DAY 3

Lecture

- Certified B Corporations, a network for environmental and social performance.
- EntrepreLearn Lab local entrepreneur guest lecture.

Field Learning Itinerary

- Treedom, an e-commerce platform for reforestation projects.
- FUA EntrepreLearn Lab

DAY 4

Lecture

- Tradition and innovation: how to sustainably preserve one and achieve the other.
- Business models for sustainable innovation

Field Learning Itinerary

- La Marzocco Tuscan coffee machine producer in Scarperia
- Museum of Knives in Scarperia
- FUA EntrepreLearn Lab

DAY 5

Lecture

- Identifying entrepreneurial opportunities: Blue Ocean
- Business models for fitness and physical training industry

Field Learning Itinerary

- BODYTEC dammiventiminuti EMS training franchise
- FUA EntrepreLearn Lab

DAY 6

Lecture

- Key resources in a business model canvas
- Innovation in the Italian wine industry

Field Learning Itinerary

- Antinori wine producer in Bargino
- FUA EntrepreLearn Lab: Vino 75 wine e-commerce CEO and founder

DAY 7

Lecture

- Evolution of food retail and importance of territorial identity
- Globalization, interbank exchange rates, and global spending

Field Learning Itinerary

- ToscaNino Tuscan specialty products retailer
- FUA EntrepreLearn Lab: REVOLUT digital banking

DAY 8

Lecture

- Evolution of transportation sharing platforms and practices

Field Learning Itinerary

- FUA EntrepreLearn Lab: Mobike marketing department
- Bike tour in Florence city center and Cascine Park

Course conclusion and overview.

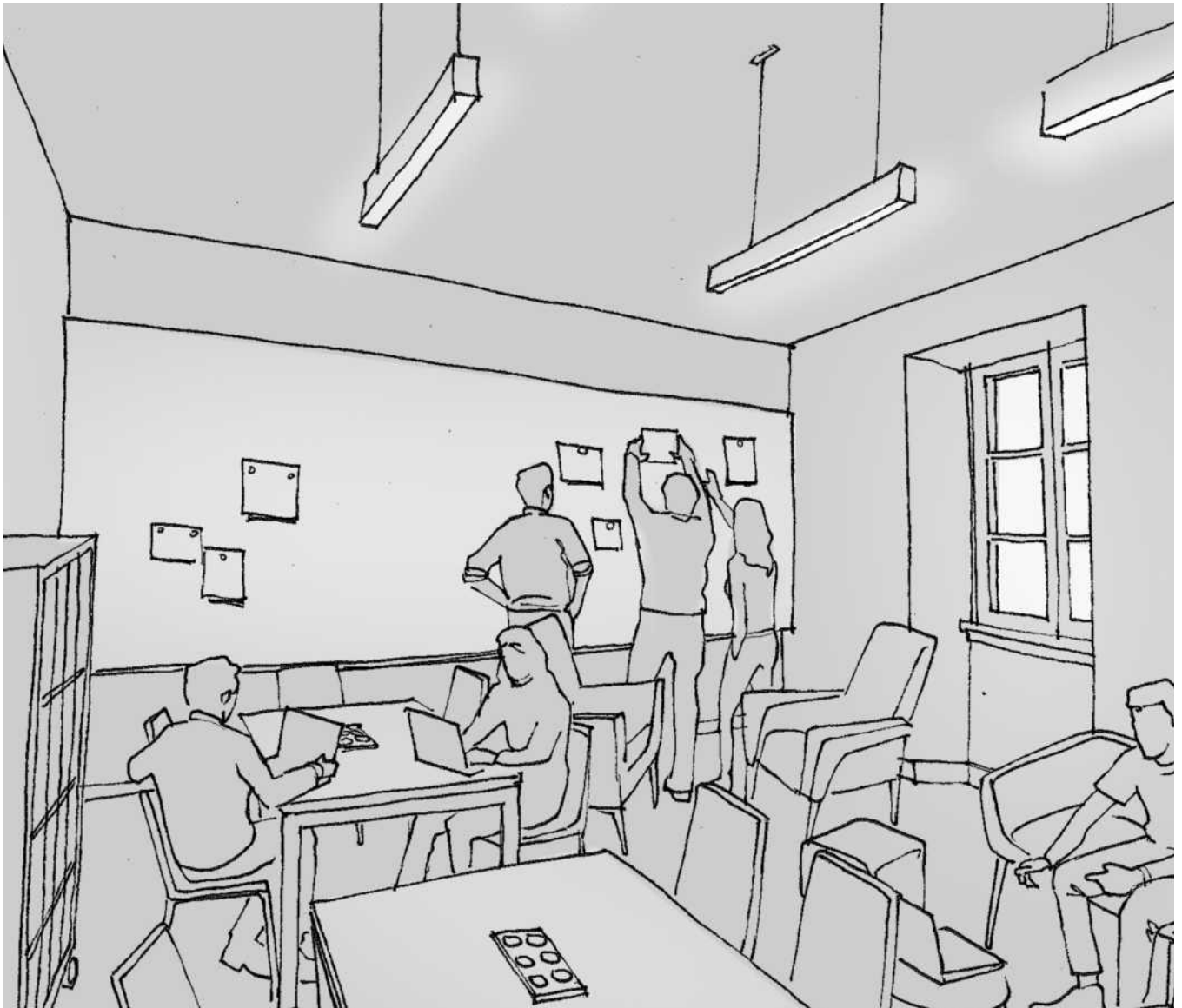
Additional Program Options

The **BUEREV300** field learning week can be taken alone for 3 credits, combined with FUA short/quarter/semester programs, or as a 6-credit course as described by the following option:

BUEREV370 (1-Week Field Learning + Session Course)

6 semester credits / 9 quarter credits

Students who are interested in the 1-week field learning course and wish to continue with the startup ventures topic may enroll in the 6-credit BUEREV370 option. The course begins with the field learning week and continues in Florence throughout a summer 3-week session or fall/spring 15-week semester.





Program Includes

Academic coursework, accommodation, transportation, breakfast daily + seven meals.



Contact Info

For further details, questions, or to request a copy of the syllabus, please contact admissions@fua.it.