

Purdue University Business: Florence Strategic Management Program Calendar Summer 2024

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| Thursday, May 9th | |
| 8:30-17:30 | Arrival to Florence & Check-In to Accent <i>Students will arrive independently and check in at Accent.</i> |
| Friday, May 10th | |
| 8:45 – 9:45 | Apartment visits <i>An Accent staff member or a representative from the housing agency will explain how appliances and important items in the student apartments work. Students are encouraged to ask about any housing questions they may have.</i> Meeting point: student apartments. |
| 10:00 | Practical Walking Tour to End at Accent <i>Accent Staff will show you local facilities like markets, banks, post offices, English-speaking doctors and pharmacies.</i> Meeting point: Meet in Piazza Duomo in front of the Patrizia Pepe store. |
| 10:30-12:30 | Program Orientation <i>This orientation will cover matters related to living in Florence as well as the main events of your program. Housing, safety, transportation, and the program schedule will all be discussed.</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 12:45-14:00 | Welcome Lunch Venue: Corte dei Pazzi - Borgo degli Albizi, 54R, 50122 Firenze FI |
| 14:15-15:00 | Duomo Cupola Climb <i>Completed in 1436, the Dome of the Cathedral of Santa Maria del Fiore, with its innovative engineering, the Duomo is the symbol and trademark of the genius of Filippo Brunelleschi and the most famous monument in Florence. You will be able to climb the 463 steps to the top of the dome for a gorgeous view of the city.</i> Meeting point: Accent staff will lead you to the entrance of the climb. |
| 15:15 | Guided Historical Walking Tour <i>Following the climb of the cupola, the guides will walk you through the history of the Duomo complex, baptistery, and historical center of Florence. Your ticket includes entry to Museo dell'Opera del Duomo and the climb of the belltower that you can visit on your own time in the following days.</i> Meeting point: Piazza Duomo at the exit of the cupola climb |
| Saturday, May 11th - Sunday, May 12th | <i>**If you are travelling outside of Florence please be sure to complete the MANDATORY travel form on the Florence at your Fingertips portal**</i> |
| Monday, May 13th | |
| 9:00 – 12:00 | Intro to Course - Definitions of an Entrepreneur with Prof. Clive Woollard <i>Visit to Ferragamo Museum to understand the development of a family business.</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 13:30 - 16:30 | Survival Italian with Prof. Carolina Bogi Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Tuesday, May 14th | |
| 9:00 – 12:00 | Define Entrepreneur as the Start of a Family Business with Prof. Woollard <i>Visit to Scarpelli to understand the workings and finance of a family business.</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |

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| 13:00 - 16:00 | Doing Business in Italy with Prof. Clive Woollard Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Wednesday, May 15th | |
| 9:00 - 12:00 | Marketing the Entrepreneurship with Prof. Clive Woollard Venue: Accent Sant'Egidio - Via Sant'Egidio 14 |
| 13:30 - 14:30 | "Now what?" Intercultural Learning Workshop: <i>Setting objectives for study abroad program – exercises and discussion on goal setting and expectations.</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Thursday, May 16th | |
| 9:00 - 12:00 | The Finance of Family Business with Prof. Clive Woollard <i>Visit to Shake to assess the Entrepreneurship behind this business.</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 13:00 - 16:00 | How to Write a Business Plan Workshop with Prof. Clive Woollard Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Friday, May 17th | |
| All Day | Excursion to Siena and San Gimignano <i>See the excursion packet for more information and details.</i> |
| Saturday, May 18th | |
| Sunday, May 19th | |
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| Monday, May 20th | |
| 9:00 - 12:00 | Group Presentations with Prof. Clive Woollard Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 14:00 | Italian Culture Trivia - Intercultural Learning Workshop: <i>Choose your team and win prizes with this Italian culture trivia game designed to give you a better understanding of Italian history, geography and local customs.</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Tuesday, May 21st | |
| 9:00 - 12:00 | Medici and Modern Business Prof. Clive Woollard <i>Meet at Palazzo Vecchio, with Stefano Corazzini (Architect), who will guide the students through the architecture of Palazzo Vecchio and its effect on the world. Clive Woollard will concentrate on the establishment of the Medici bank and the practices they deployed that are common place in business today.</i> Meeting Point: By the gift shop on the ground floor of the Palazzo |
| 17:00 | Guided tour of the Accademia Gallery <i>The Accademia Gallery is well known as the home of Michelangelo's masterpiece, David. It also has other sculptures by Michelangelo and a collection of paintings by Florentine artists, mostly from the period 1300-1600, the Trecento to the Late Renaissance.</i> Meeting Point: front of group entrance of Accademia Gallery, Via Ricasoli, 58/60 |
| Wednesday, May 22nd | |
| 9:00 - 12:00 | Business Ethics with Prof. Clive Woollard <i>Guest Lecture with Antonio di Giovanni of Funghi Espresso</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Thursday, May 23rd | |
| 9:00 - 12:00 | Medici Presentations and Final Exam with Prof. Clive Woollard Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Friday, May 24th - Sunday, May 26th | |
| <i>**If you are travelling outside of Florence please be sure to complete the MANDATORY travel form on the Florence at your Fingertips portal**</i> | |
| Monday, May 27th | |
| 9:00 - 12:00 | Strategic Management begins with Prof. John Burr <i>Chapter 1 – What is Strategy</i> <i>Chapter 3 External Analysis, Industry Structure, Competitive Forces</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |

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| 14:00 | Intercultural Learning Workshop: "Why having Cappuccino after Lunch is Immoral (and Almost Illegal) in Italy" by Prof. Christian Tarchi <i>Cross-cultural psychologist Christian Tarchi will talk about Italian social rituals and traditions and will help you understand and adapt to Italy and its people.</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Strozzi Classroom |
| Tuesday, May 28th | |
| 9:00 – 12:00 | Strategic Management with Prof. John Burr <i>Chapter 4 - Resources, Capabilities and Core Competencies</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 15:00 | Guided tour of the Uffizi Gallery <i>The building was begun by Giorgio Vasari in 1560 for Cosimo I de' Medici to accommodate the offices of the Florentine magistrates, hence the name "Uffizi" (offices). Over the years, the palace was recruited to exhibit paintings and sculpture collected or commissioned by Medici family. It is now one of the largest and best-known museums in the world and holds a collection of priceless works, including masterpieces by Botticelli, Leonardo da Vinci and Michelangelo.</i> Meeting Point: In front of the reservation office of the Uffizi |
| Wednesday, May 29th | |
| 9:00 – 12:00 | Strategic Management course with Prof. John Burr <i>Chapter 5 – Competitive Advantage, Firm Performance and Business Models & Chapter 6 – Generic Business Strategy</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 12:15 | Group Lunch with Prof. John Burr and Accent Venue: Trattoria San Pierino - Via dell' Oriuolo, 18R |
| Thursday, May 30th | |
| 11:00-20:30 | Excursion to Lucca for Company Visits with Prof. John Burr Meeting Point for the Bus: Piazza dell'Unità Italiana (close to the train station) |
| Friday, May 31st | |
| 9:00-10:30 | Exam Review and Q&A with Prof. John Burr Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 10:45-12:00 | Exam with Prof. John Burr Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Saturday, June 1st - Sunday, June 2nd | |
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| Monday, June 3rd | |
| 9:00 – 12:00 | Strategic Management course with Prof. John Burr <i>Chapter 7 – Life Cycle and Innovation</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 13:30 | Intercultural Learning Workshop with Prof. Silvia Sellitto <i>Nei Panni degli Altri: Activity and Discussion on the Importance of Empathy and Perspective Taking in Exploring Cultural Differences</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Tuesday, June 4th | |
| 9:00 – 12:00 | Strategic Management course with Prof. John Burr <i>Chapter 8 – Corporate Strategy: Vertical Integration and Diversification Chapter 9 – Mergers, Acquisitions and Alliances</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 16:00-18:30 | Cooking Class at Florence Food Studio Venue: Florence Food Studio - Via dell'Ardiglione, 39r |
| Wednesday, June 5th | |
| 9:00 – 12:00 | Strategic Management course with Prof. John Burr <i>Chapter 12 – Corporate Governance and Business Ethics</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |

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| 13:30-16:30 | Strategic Management course with Prof. John Burr <i>Topic Overflow</i> Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| Thursday, June 6th | |
| 9:00-10:30 | Strategic Management Exam Review with Prof. John Burr Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 10:45 - 12:00 | Strategic Management Final Exam - Final Exam Venue: Accent Study Center - Via Sant'Egidio, 14 - Medici Classroom |
| 12:30 | Farewell Lunch Venue: Ristorante Accademia – Piazza San Marco 7r |
| Friday, June 7th | |
| | Program End & Departure <i>Please check out of apartments by 12:00 pm. Buon viaggio!</i> |