WELCOME

The International Summer School on Entrepreneurial Management and Innovation has been conceived after many different successful initiatives carried out at the University of Padua. In particular two graduate courses: 1) Strategy, Innovation and Entrepreneurship focused on start-up entrepreneurship and corporate entrepreneurship, 2) Economics of Information focused on entrepreneurship in the Digital Economy.

The School also 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 Faculty of the School is composed of leading figures coming from renowned 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: A) leading-edge professors from top educational institutions in different countries, B) real life examples from outstanding entrepreneurial and managerial cases, C) 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
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 objective of the School is to attract people from a variety of countries in order to make the learning experience to most productive also in terms of interaction among people with different cultural and professional background.
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, June 16, 2013 (evening reception) to Saturday, June 22, 2013.

**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
The course is made entirely with professors and experts from major institutions (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)
- Oxford Leadership Academy (UK)
- University of Sussex (UK)
- University of Cambridge (UK)
- University of Padua (I)
- Luiss of Rome (I)
- National University of Ireland
- King Saud University (Saudi Arabia)
- BAIA—Business Association Italy America
- STMicromedia
- Intel Labs Europe
- Loccioni Group
- Continuum Innovation
- Scannerfutures

**SCHEDULE**

The Summer School is a full time intensive course held:
Monday to Friday from 9:00 am to 7:00 pm; Saturday: from 9:00 am to 13:00 pm.
Wednesday afternoon is free for sightseeing.
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 institutions (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:
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.

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.

Shima Barakat
Research and Teaching Fellow, Center for Entrepreneurial Learning, Judge Business School, Cambridge University (UK) Shima is responsible for the coordination and development of both the academic teaching and research portfolios of CfEL. She also teaches on the academic, staff development and outreach programmes. Her research interests centre around critical issues in business and entrepreneurship and education for business ‘not as usual’. In particular, green business strategy, clean/green technologies, gender and ethnicity influences and responsible business, and the role of creativity and entrepreneurial attitudes in enabling this. Shima is an engineer with a PhD in strategy, an MBA and almost 15 years of teaching experience in the UK and abroad. She founded a UK company for entrepreneurial research and consultancy for universities, foreign aid organisations and businesses, as well as two social enterprises in the US and Egypt. Shima reviews for Organisation and Environment, the Journal of Management Education and the Journal of Organizational Change Management.
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.

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.

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).
Jack Fuchs is a Lecturer in Entrepreneurship at Stanford University and the Haas School of Business at the University of California at Berkeley. He is also an entrepreneur and an angel investor. From 2007 - 2012, Jack was CFO of ForteBio, Inc., a private life science equipment company, which was successfully sold to Pall Corporation in March 2012. Previously, he has held leadership positions in Finance, Sales, Marketing, Product Management, and Business Development at a number of private companies, including IPWireless, a 120-person broadband wireless company that was successfully sold to a strategic buyer in 2007. He also sold Lumitrend, a leading wireless applications provider, to Asurion, a device insurance company. Previously in his career, Jack held several senior positions with Becton Dickinson & Company including Vice President of e-Business, North American Business Leader, Vice President Worldwide Marketing, and Director of Corporate Planning. In addition, Jack was an Engagement Manager with McKinsey & Company, where his client focus was health care and wireless communications.

He holds an AB in Engineering Sciences with Honors from Dartmouth College magna cum laude and phi beta kappa, and he received his MBA from Stanford University as an Arjay Miller Scholar.

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.
Claudio Marinelli

Co-founder and Director, Business Development at Scannerfutures – a start-up company developing advanced imaging solutions for medical and non-medical applications. Claudio has significant experience in the commercialisation of emerging technologies, including business strategy, open innovation, technology transfer and venture investment. In the past Claudio was Director, Open Innovation for Nokia Research, responsible for the strategic and operational oversight of the R&D collaboration portfolio of 13 Nokia sites across the globe. Prior to joining Nokia, Claudio was Entrepreneur-in-Residence at the University of Cambridge for Advance Nanotech – a US seed investment fund specialised in academic spin-offs – and Senior Device Engineer at Luxnet Corp – a California based start-up company supplying optoelectronic and telecommunication components. Claudio was also a Senior Research Associate in photonics at the Engineering Department of the University of Cambridge, UK. Claudio holds a Laurea degree in Physics from the University of Trieste, Italy, a PhD in Electronic Engineering from the University of Bristol, UK and an MBA from the Judge Business School at University of Cambridge, UK.

Moreno Muffatto


Andrea Prencipe

Andrea Prencipe is Professor of Innovation (Business and Management) at the LUISS, Rome (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.
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.
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

After that participants are encouraged to submit an Application before 10 April 2013.

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

The scientific committee of the School will select the participants and communicate the results by 30 April 2013.

FEE

The regular admission fee is 1,000,00 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 30th April 2013 as to whether or not you have won a fellowship.
DIRECTOR OF THE SCHOOL

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