



# LIUC

Trova il futuro che ti cerca.



# SUMMER SCHOOL

## The Italian Economy and "Made in Italy"



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# SUMMER SCHOOL

## The Italian Economy and “Made in Italy”



When?

June 8-19, 2020



**Where?** | LIUC - Università Carlo Cattaneo

The **Università Carlo Cattaneo-LIUC** is located in **Castellanza**, 25 km. northwest of Milan and in close proximity to Malpensa International Airport.

The lakes district including Como and Maggiore lakes, the Alps, and the Genoan coast are all within a short drive distance.

Castellanza itself is a small, safe, and pleasant town, readily connected to nearby cities.

LIUC was founded in 1991 by 300 entrepreneurs united in a common goal: kicking off a major educational project combining the new demands of a changing business world with advanced teaching methodologies.

Today LIUC includes two schools - the **School of Economics** and the **School of Engineering** - with over 2,500 students.

In keeping with the ideals of its founders, today LIUC is trusted to prepare citizens and leaders to live and work in a global society, addressing the research and education needs of the European and the Global Economy.

In such a dynamic environment, International hence becomes a key component in the University's mission.





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## ? What will you study and experience?

The main points of interest of the Summer School will be some general topics including an introduction to Italy's economy in the European context, the competitiveness of Italy's companies, a strategic analysis of the Italian corporate environment, and the family business model in Italy. The course will combine classroom learning with company visits, blending theory with practice.

Students will experience a focus on sports, food, fashion, design, tourism, and the mechanical industries in Italy, and Italian language and culture as well; they will gain a general understanding of Italy's economy and the competitiveness of Italy's companies, and learn how they are able to attain a strong and successful global presence while limiting their size to SME or family-owned company level.



### Some examples of company visits:

- **SPORTS:** Juventus or Milan soccer teams
- **INNOVATION:** Leonardo (Volandia), Vibram, Euratom (Ispra), Whirlpool, Branca, 3M
- **FOOD & BEVERAGE:** Campari Group, Barilla, Poretti
- **FASHION & DESIGN:** Dolce e Gabbana, Missoni, Zegna, Kartell
- **TOURISM:** Milan city tour, Palazzo della Regione, Leonardo's Last Supper...



**How Much** will it cost? | 2,300€

**Fee includes:**

- Classroom teaching
- Company visits
- Pick up service at Malpensa airport (only for groups arriving with the same flight)
- Accommodation
- Campus facilities
- Official transcripts in ECTS format (8 ECTS credits)
- Extracurricular activities and social events, allowing participants to get to know each other outside the classroom
- Students from partner universities benefit from a 10% discount on the total program fee.



**Entry requirement:**

The Summer School programme must have a minimum of 10 students enrolled and welcomes students from ALL DISCIPLINES with a good level of language proficiency in English.



**Application process:**

Application to be completed online by 15th March 2020.  
Admission will be granted if all required documents are submitted on time and good English language proficiency is demonstrated (B2 level in the European Framework or an Ibt Toefl scored minimum 79).



## LIUC - Università Cattaneo

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