

# ECN 7575: Business Models, Competitiveness, and the Changing European Environment

## January 10 - 18, 2020

**\*\* NOTE: Actual 2020 schedule will vary \*\***

### Day 1: Friday, January 10

Overnight Flight	<b>Depart Boston:</b> <b>Evening departure from US to Milan, Italy</b> There are two international airports near Milan: Malpensa (MXP) or Linate (LIN)	
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### Day 2: Saturday, January 11

Morning	Students arrive in Milan, Italy	
After 2:00PM	<b>Check-in to Hotel:</b> Best Western Hotel Major Viale Isonzo 2 20135 Milan, Italy Tel: +39-02-551-88-335	
Evening	<b>Meet in Hotel Lobby</b>  <b>Welcome Dinner</b>	

### Day 3: Sunday, January 12

Morning	<b>Breakfast:</b> on own at hotel  <b>Group Tour &amp; Visit to Last Supper</b>	
	<b>Lunch</b> (on own)	

Afternoon	<b>Free Time</b>	
Evening	<b>Meet in Hotel Lobby</b>  <b>Soccer Game</b>  <b>Dinner (on own)</b>	
<b>Day 4: Monday, January 13</b>		
	<b>Breakfast:</b> on own at hotel	
Morning	<b>Meet in Hotel Lobby</b>  <b>Lecture (Topic: TBD)</b> <b>Institute for International Political Studies</b>	
	<b>Lunch (on own)</b>	
Afternoon	<b>Company Visit (TBD)</b>	
Evening	<b>Dinner (on own)</b>  <b>Teatro alla Scala</b>	
<b>Day 5: Tuesday, January 14</b>		
	<b>Breakfast:</b> On own at hotel	

Morning	<b>Lecture (Topic TBD)</b> <b>Institute for International Political Studies</b>	
	<b>Lunch</b> (on own)	
Afternoon	<b>Company visit (Topic TBD)</b>	
Evening	<b>Dinner</b> (on own)	
<b>Day 6: Wednesday, January 15</b>		
	<b>Breakfast</b>	
Morning	<b>Company visit (Topic TBD)</b>	
	<b>Lunch</b> (on own)	
Afternoon	<b>Company visit (Topic TBD)</b>	
Evening	<b>Dinner</b> (on own)	
<b>Day 7: Thursday, January 16</b>		
	<b>Breakfast:</b> on own at hotel	
Morning	<b>Lecture (Topic TBD)</b>	

	<b>Institute for International Political Studies</b>	
	<b>Lunch</b> (on own)	
Afternoon	<b>Company visit (TBD)</b>	
Evening	<b>Dinner</b> (on own)	
<b>Day 8: Friday, January 17</b>		
	<b>Breakfast:</b> on own at hotel	
Morning	<b>Lecture (Topic TBD)</b> <b>Institute for International Political Studies</b>	
	<b>Lunch</b> (on own)	
Afternoon	<b>Company visit (TBD)</b>	
Evening	<b>Alumni Networking Event</b> <b>Dinner</b> (on own)	
<b>Day 9: Saturday, January 18</b>		
	<b>Breakfast:</b> on own at hotel	

	Check out of Hotel	
Morning	<b>Final Class Session: Debrief</b> <b>Institute for International Political Studies</b>	
Afternoon	<b>Lunch</b> (on own)  <b>Students Depart</b> Flights must leave MXP or LIN after 3:00 PM	

### **2019 Company Visits**

Colnago  
 Da Vittorio  
 Zegna  
 Acetum  
 Pagani  
 Paypal  
 Starbucks  
 Dompé Farmaceutici S.p.a.

### **Past Lecture Topics from Bocconi University Faculty**

Globalization, Protectionism, and Regional Integration  
 International Consequences of Brexit  
 Competition and Antitrust Policy  
 Fashion & Luxury Business Models  
 The Context and Challenges of the EU  
 Competitiveness and Competition, Policy in the EU  
 EMU, Monetary and Fiscal Policy