

**Indiana University O’Neill School of Public and Environmental Affairs  
University of Bergamo Faculty of Management, Information & Production Engineering  
University of Augsburg Faculty of Business and Economics**

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**Bavaria + Lombardia: Global Perspective of Public and Private Sector Interaction  
SPEA V482/V582  
May 11 – June 1, 2023**

**From May 11, 2023 – May 22, 2023, sessions are held at:**

Faculty of Business and Economics  
University of Augsburg  
Universitätsstraße 16  
86159 Augsburg, Germany

Accommodation in Augsburg

Hotel ibis Augsburg Hauptbahnhof  
Halderstrasse 25  
86150 Augsburg, Germany  
Phone: +49 821 5016 0

**From May 23, 2023 – June 1, 2023, Sessions are held at:**

University of Bergamo  
Università degli studi di Bergamo  
via Salvecchio 19  
24129 Bergamo

Accommodation in Bergamo, Italy

Casa del Giovane  
Via Mauro Gavazzeni 13  
224125 Bergamo  
Phone: +39 035 459 8200

**INSTRUCTORS:**

Indiana University: Prof. Dr. David Audretsch – [daudrets@indiana.edu](mailto:daudrets@indiana.edu)  
University of Augsburg: Prof. Dr. Erik Lehmann – [erik.lehmann@uni-a.de](mailto:erik.lehmann@uni-a.de)  
University of Bergamo: Prof. Dr. Michele Meoli – [michele.meoli@unibg.it](mailto:michele.meoli@unibg.it)

**TEACHING ASSISTANTS:**

University of Augsburg: Dr. Katharine Wirsching – [katharine.wirsching@uni-a.de](mailto:katharine.wirsching@uni-a.de)  
Laurenz Weiße, MSc. – [laurenz.weisse@uni-a.de](mailto:laurenz.weisse@uni-a.de)  
Jonah Otto, MPA – [jonah.otto@uni-a.de](mailto:jonah.otto@uni-a.de)  
University of Bergamo: Dr. Alice Civera – [alice.civera@unibg.it](mailto:alice.civera@unibg.it)

**PROGRAM STAFF:**

Indiana University: Joseph Blevins, MPA – [josblevi@iu.edu](mailto:josblevi@iu.edu)  
University of Bergamo: Adithya Kolloju, MSc. – [adithya.kolloju@unibg.it](mailto:adithya.kolloju@unibg.it)

## **COURSE DESCRIPTION**

This multidisciplinary, internationally collaborative course explores theoretical and historical contexts for a range of policy issues related to local/regional economic development in the international system. You will quickly observe that contemporary social and political problems often arise from a variety of sources and grievances that can be addressed at the local and regional level through the strategic management of places. This theoretical tool enables one to uncover the various underlying nuances that impact the economic health of a region: issues related to education, unemployment, social services, civil society, healthcare, natural resources and many, many more. By addressing these concerns in an international academic environment, you will become better equipped with tools and strategies to manage policy problems, identify solutions and effectively assist decision makers in the implementation of efficient, responsible and sustainable policies that alleviate societal strain while also enabling local and regional economic growth. You will absorb this as you embrace the working cultures of the US, Germany and Italy and interact with local and international students from Indiana University, the University of Augsburg and the University of Bergamo.

You will be assigned to an international research group consisting of at least one Uni-Augsburg student, one Uni-Bergamo student, and one IU student (when possible), to explore aspects of strategic management of regional/local economies through a joint American and European perspective, utilizing the cases of the locations of the host-institutions. You will present your research to your instructors/teaching assistants at the end of the three weeks. You will be expected to join the scheduled online classes and guest lectures, as well as set up group meetings as needed. Professors and teaching assistants will be available for guidance throughout the research project, and at times you will have mandatory progress meetings with your group's teaching assistant. This course is designed to be a mostly self-led research project, with supplemental lectures on current events and policy problems facing economies in Europe and the United States.

## **COURSE LECTURES AND GUEST SPEAKERS**

You will notice in the course schedule that follows that there is a wide array of lectures and guest speakers, all of which are intended to better inform your understanding of the readings and of topics surrounding your research project: economic development, local management and policy, as well as personal development and cultural/historical context. This breadth and depth of material is intentionally designed to reflect the complex and interdisciplinary nature of economic development, thus giving you the opportunity to apply multiple perspectives to your work – hopefully resulting in a well-rounded and thoroughly insightful finished product. To help achieve this goal, with the remaining time after each talk from the lecturers and guest speakers, the teaching assistants (who will serve as your project advisors) may choose to lead the class in a workshop/discussion session where we will focus on directly applying the theme of the talk into each group's project. This time is already included with each talk in the schedule.

## **COURSE PROJECT**

A course project is required. This involves writing a 20-page paper on the topic of a particular contemporary economic development challenge facing a particular place, i.e. Luxembourg, Bavaria, Bergamo, Indiana (any *place* in the world).

The final product should:

- (1) Explicitly identify economic development challenges facing your chosen place, and explore the costs and benefits of the issue using the Strategic Management of Places framework.
- (2) Identify drivers that have led to the emergence of this challenge.
- (3) Identify policy solutions and approaches that are being discussed and/or implemented.
- (4) Analyze how such policies may impact different countries, regions or states differently.
- (5) Propose and critique policy approaches and/or solutions for the identified economic development challenges.

You will be assigned to work in a multicultural team of no more than five people, with no more than two students from a single university (when possible). Each group will be assigned a teaching assistant as an advisor for their paper. The paper should be a minimum of 20 written pages, not including graphs and citations.

A first draft of the paper will be due to your teaching assistant by May 22<sup>nd</sup>, 9:00pm CEST. The final paper should make use of the feedback from the presentation (May 30<sup>th</sup>) as well as your teaching assistant's comments on the rough draft, and is due by email to your teaching assistant by June 26<sup>th</sup>, Midnight CEST.

An overview concerning your meeting times (group work sessions) has to encompass 30 hours over the course of the program and is due to your teaching assistant by May 12<sup>th</sup>, 6:00pm CEST.

## **COURSE PRESENTATION**

Each group is required to present the findings of their research paper and policy issue as related to the course. The presentations will be on May 30<sup>th</sup>. Students must use PowerPoint. Prezi's will not be accepted. The goal of the presentation is effectively give an overview of your paper's analysis and to evoke a discussion amongst the class. Presentations should be roughly 15-20 minutes long, and every group member must participate in the presentation.

## **COURSE GRADING**

### For IU Students

• Class preparation and participation	20%
Team Project	
• Project Paper Drafts	10%
• Project Presentation	20%
• Project Final Paper	50%

You are also required to participate in all excursions and class sessions, unless you are otherwise notified. Exceptions are generally not permitted. Failure to do so will result in a deduction in your participation grade.

### For Uni-Bergamo Students

You will receive ECTS for this course based upon successful completion. You are required to attend all class sessions, group meetings and presentations except for the optional cultural excursions and those that are marked as “IU students only”. However, you are encouraged to join the optional cultural excursions if you would like. You are required to equally contribute to the production and presentation of the course paper and presentation. Failure to do so will result in ECTS not being awarded.

### For Uni-Augsburg Students

You will receive a grade and ECTS for this course based upon the quality of the course paper that you submit. You are expected to attend all online class sessions, group meetings, and presentations except for the optional cultural excursions and those that are marked as “IU students only”. However, you are encouraged to join the optional cultural excursions if you would like. Exemptions are permitted in instances where a course event conflicts with another Uni-Augsburg course that you are required to attend. You are required to equally contribute to the production and presentation of the course paper and presentation. Failure to do so will result in ECTS not being awarded.

## **COURSE READING**

Audretsch, David B. (2015). *Everything in Its Place: Entrepreneurship and the Strategic Management of Cities, Regions, and States*. New York: Oxford University Press.

Audretsch, David B. & Lehmann, Erik E. (2016). *The seven secrets of Germany. Economic Resilience in an Era of Global Turbulence*. New York: Oxford University Press.

## **COURSE SCHEDULE**

### Thursday May 11, 2023

09:00 AM – 05:00 PM                      **Check-in to Hotel**

05:00 PM – 06:00 PM                      **Student Orientation** in hostel mandatory for IU students

**Depart at 6:10 PM for a 6:30 PM arrival at Riegele (Frölichstr. 26, Augsburg)**

06:30 PM – 08:30 PM                      **Welcome Dinner**  
*Riegele*

### Friday May 12, 2023

10:00 AM – 12:00 PM                      **Prof. Dr. Erik E. Lehmann**  
Welcome/ Introduction  
**Prof. Dr. David Audretsch**  
Strategic Management of Places Framework  
*J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

12:00 PM – 02:00 PM                      **Lunch**

02:00 PM – 04:00 PM      **Course Project Overview** – Laurenz Weiße, MSc.  
*J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

**\*\*\*DUE at 6:00 PM: Group Leader, Place & Meeting Schedule\*\*\***

**Saturday May 13, 2023**

10:00 AM – 12:00 PM      **Time for Group Work Session**

12:00 PM – 1:00 PM      **Lunch**

02:00 PM – 05:00 PM      **Augsburg City Tour – Fuggerei – Goldener Saal – Schätzler Palais**

**Sunday May 14, 2023**

10:00 AM – 12:30 PM      **Munich City Tour I**

12:30 PM – 02:00 PM      **Lunch**  
*Hofbräuhaus München*

02:00 PM – 05:00 PM      **Munich City Tour II**

**Monday May 15, 2023**

10:00 AM – 12:00 PM      **Dr. Katrin Völkner**  
Cultural Comparisons between the US & Europe  
IU Gateway Berlin  
*J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

12:00 PM – 01:00 PM      **Lunch**

01:00 PM – 05:00 PM      **Time for Group Work Session**  
*Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

**Tuesday May 16, 2023**

09:00 AM – 12:00 PM      **Gökhan Ertürk**  
*Roschmann IDL GmbH: a Case of Specialized SMEs & Econ. Dev.*

12:00 PM – 01:00 PM      **Lunch**

01:00 PM – 05:00 PM      **Time for Group Work Session**  
*Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

**Wednesday May 17, 2023**

09:30 AM – 12:30 PM      **Dr. Alexander Starnecker**  
*Weisser Spulenkörper: a Case of Family-Owned SMEs & Econ. Dev.*

11:45 AM – 12:30 PM      **Lunch** (included with visit to Weisser)

03:00 PM – 06:00 PM      **Time for Group Work Session**  
*Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

**Thursday May 18, 2023**      **\*\*\*Campus Closed for Public Holiday\*\*\***

**Friday May 19, 2023**

08:00 AM – 12:00 PM

**Time for Group Work Session**

*Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

12:00 PM – 01:00 PM

**Lunch**

02:30 PM – 04:30 PM

**Prof. Dr. Roy Thurik**

Creativity & Entrepreneurship

*J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

**Saturday May 20, 2023**

10:00 AM – 02:30PM

**Half-Day Seminar at Dachau Concentration Camp**

Preparatory exercise, a guided tour around the grounds of the memorial site, and a follow-up exercise

**Sunday May 21, 2023**

**Day in the Alps**

*Neuschwanstein Castle*

**Monday May 22, 2023**

08:00 PM – 12:00 PM

**Time for Group Work Session**

*Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

12:00 PM – 01:00 PM

**Lunch**

01:00 PM – 05:00 PM

**Time for Group Work Session**

*Wirtschaftswissenschaftliche Fakultät, University of Augsburg*

**\*\*\*DUE at 09:00 PM: Rough Draft to TA by Email\*\*\***

**Tuesday May 23, 2023**

**Meet at 08:30 AM in the hotel lobby for a 09:00 AM departure to *Bergamo, Italy***

09:00 AM

Depart for Bergamo, Italy

04:00 PM

Arrive in Bergamo, Italy

06:00 PM

**Bergamo City Tour**

**Wednesday May 24, 2023**

09:30 AM – 10:30 AM

**Prof. Dr. Michele Meoli**

“Welcome & Introduction to Bergamo, Lombardia”

*University of Bergamo*

10:30 AM – 12:00 PM

**Prof. Dr. Thomas Schwartz**

Ethical Management of Organizations and the Crisis in Ukraine

*University of Bergamo*

12:00 PM – 01:00 PM

**Lunch**

02:00 PM – 05:00 PM

**Local Company Visit: GEWISS**

**Thursday May 25, 2023**

10:00 AM – 12:00 PM

**GB Cagninelli**

"I did it, you can do it: experiences & thoughts of a traditionalist"  
Retired Senior Vice President and Executive Director of American Express Bank-New York.  
*University of Bergamo*

12:00 PM – 01:00 PM

**Lunch**

02:30 PM – 04:00 PM

**Dr. Andrea Locati – Bergamo Chamber of Commerce**

Bergamo's Competitiveness Strategy & Entrepreneurial Ecosystem  
*University of Bergamo*

**Friday May 26, 2023**

10:00 AM – 12:00 PM

**Steven Brint**

*University of Bergamo*

12:00 PM – 01:00 PM

**Lunch**

01:00 PM – 05:00 PM

**Time for Group Work Session**

*University of Bergamo*

**Saturday May 27, 2023**

08:00 AM – 12:00 PM

**Time for Group Work Session**

*University of Bergamo*

12:00 PM – 01:00 PM

**Lunch**

01:00 PM – 05:00 PM

**Time for Group Work Session**

*University of Bergamo*

**Sunday May 28, 2023**

08:00 AM – 12:00 PM

**Time for Group Work Session**

*University of Bergamo*

12:00 AM – 01:00 PM

**Lunch**

01:00 PM – 05:00 PM

**Time for Group Work Session**

*University of Bergamo*

**Monday May 29, 2023**

08:00 AM – 12:00 PM

**Time for Group Work Session**

*University of Bergamo*

12:00 PM – 01:00 PM

**Lunch**

02:00 PM – 04:00 PM

**David Audretsch and Erik Lehmann**

Crisispreneurship  
*University of Bergamo*

**Tuesday May 30, 2023**

09:00 AM – 12:00 PM

**Group Presentations**  
*University of Bergamo*

12:00 PM – 01:00 PM

**Lunch**

01:00 PM – 05:00 PM

**Group Presentations**  
*University of Bergamo*

05:00 PM – 05:30 PM

**Conclusion and Awarding of Certificates**

07:00 PM – 10:00 PM

**Farewell Dinner**  
*Da Franco Restaurant*  
*Bergamo*

**Wednesday May 31, 2023**

08:00 AM – 12:00 PM

**Group Feedback Sessions with Teaching Assistants**  
*University of Bergamo*

12:00 PM – 01:00 PM

**Lunch**

01:00 PM – 05:00 PM

**Group Feedback Sessions with Teaching Assistants**  
*University of Bergamo*

**Thursday June 1, 2023**

**Meet at 08:30 AM in the hostel lobby for a 09:00 AM departure to Augsburg, Germany**  
For IU students not traveling back to Augsburg, check out at the hostel is by 10:30 a.m.

09:00 AM

Depart for Augsburg, Germany

04:00 PM

Arrive in Augsburg, Germany

**Monday June 26, 2023**

**\*\*\*DUE at Midnight CET: Final Draft to TA by Email\*\*\***