

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

Bavaria + Lombardia: Global Perspectives of Public and Private Sector Interaction
SPEA V482/V582
May 14 – June 4, 2025

From May 14, 2025 – May 25, 2025, sessions are held at:

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

Accommodation in Augsburg

Rugs Hotel Augsburg
Halderstrasse 29
86150 Augsburg, Germany
Phone: +49 821 50390

From May 26, 2025 – June 4, 2025, sessions are held at:

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

Accommodation in Bergamo, Italy

Central Hostel Bergamo
Via Antonio Ghislanzoni, 30
24122 Bergamo BG, Italy
Phone: +39 035 211359

PROFESSORS:

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

INSTRUCTORS:

University of Augsburg:	Dr. Katharine Wirsching – katharine.wirsching@uni-a.de Dr. Jonah M. Otto, MPA – jonah.otto@uni-a.de Mr. David Pfaudler, MSc. – david.pfaudler@uni-a.de
University of Bergamo:	Dr. Alice Civera – alice.civera@unibg.it

PROGRAM STAFF:

University of Bergamo:	Ms. Chiara Alberti, MSc. – chiara.alberti@unibg.it
Indiana University:	Mr. Bailey Bennett – bailbenn@iu.edu

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, and their connection to the fulfilment of the United Nations (UN) Sustainable Development Goals (SDGs). 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. Particularly, you will be able to communicate the impact of these public policy solutions in relation to the UN SDGs. 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 and sustainable development 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/professional 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 paper on the topic of a particular contemporary economic development challenging facing a particular place, i.e. Luxembourg, Bavaria, London, Bergamo, Indiana, Boston (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.
- (6) Communicate the impact of your recommended policies through the lens of the UN SDGs

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 20 written pages (25 for master student groups), not including graphs and citations.

A first draft of the paper will be due to your teaching assistant by May 25th, 9:00pm CEST. The final paper should make use of the feedback from the presentation (June 3rd) as well as your teaching assistant's comments on the rough draft, and is due by email to your teaching assistant by June 30th, 5:00pm CEST.

An overview concerning your meeting times (group work sessions) must encompass 30 hours over the course of the program and is due to your teaching assistant by May 15th, 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. Students must use PowerPoint or PDF. Prezi's will not be accepted. The goal of the presentation is to effectively give an overview of your paper's analysis and to evoke a discussion amongst the class. Presentations should be roughly 15 minutes long with an additional 5 minutes for Q&A, 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. However, you are encouraged to join the optional cultural excursions if you would like. You are required to equally contribute to the production and delivery 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 class sessions, group meetings, and presentations except for the optional cultural excursions. However, you are encouraged to join the optional cultural excursions if you would like. Attendance 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 delivery of the course paper and presentation. Failure to do so will result in ECTS not being awarded.

COURSE READING

- Audretsch, D.B., Lehmann, E.E., Otto, J.M., Weiße, L., & Wirsching, K., (2023). The Strategic Management of Places: Applying a Framework to Analyze Local Economies. In: Audretsch, D.B., Civera, A., Lehmann, E.E., Leidinger, K.P., Otto, J.M., Weiße, L., & Wirsching, K. (eds) *The Strategic Management of Place at Work: Why, What, How and Where* (pp. 1-38). Springer: Cham.
- Audretsch, D.B., Civera, A., Lehmann, E.E., Leidinger, K.P., Otto, J.M., Weiße, L., & Wirsching, K. (eds) (2023). *The Strategic Management of Place at Work: Why, What, How and Where*. Springer: Cham.
- 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

Wednesday May 14, 2025

09:00 AM – 05:00 PM

Check-in at Rugs Hotel Augsburg

05:00 PM – 05:45 PM

Student Orientation in hotel for IU students

Depart at 5:50 PM for a 6:00 PM arrival at Riegele (Frölichstr. 26, Augsburg)

06:00 PM – 08:30 PM

Welcome Dinner

Riegele

Thursday May 15, 2025

10:00 AM – 12:00 PM

Prof. Dr. Erik Lehmann

Welcome/Introduction

Prof. Dr. David Audretsch

Strategic Management of Places Framework

J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg

12:00 PM – 01:30 PM

Lunch

02:00 PM – 04:00 PM

Dr. Jonah M. Otto, MPA

Course Project Overview

J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg

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

Friday May 16, 2025

10:00 AM – 12:00 PM

Dr. Jonah M. Otto, MPA

Cultural Comparisons between the US and Europe

J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg

12:00 PM – 01:30 PM

Lunch

02:00 PM – 04:00 PM

Available Time for Group Work Session

Saturday May 17, 2025

08:00 AM – 12:00 PM

Available Time for Group Work Session

12:00 PM – 1:30 PM

Lunch

02:00 PM – 04:00 PM

Augsburg City Tour

Sunday May 18, 2025

10:00 AM – 12:00 PM

Munich City Tour

12:30 PM – 02:00 PM

Lunch

Hofbräuhaus München

02:00 PM – 05:00 PM

Available Time for Group Work Session

Monday May 19, 2025

10:00 AM – 12:00 PM

Prof. Dr. Erik E. Lehmann & Dr. Jonah M. Otto, MPA

Crisis and Regional Development – Sunrises, Sundowns and in between

J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg

12:00 PM – 1:30 PM

Lunch

02:00 PM – 04:00 PM

Available Time for Group Work Session

Tuesday May 20, 2025

10:00 AM – 12:00 PM

Mr. Johannes Zobel, MSc.

Universities as Levers of Green Activities and Sustainable Development
J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg

12:00 PM – 01:30 PM

Lunch

02:00 PM – 04:00 PM

Available Time for Group Work Session

Wednesday May 21, 2025

09:30 AM – 11:45 AM

Ms. Maja Schieszl

Case of Family-Owned SMEs & Econ. Dev.
Visit to Weisser Spulenkörper GmbH – Neresheim, Baden-Württemberg

11:45 AM – 12:30 PM

Lunch (included with visit to Weisser)

03:00 PM – 06:00 PM

Available Time for Group Work Session

Thursday May 22, 2025

Day in the Alps

Neuschwanstein Castle

Friday May 23, 2025

09:00 AM – 12:00 PM

Dr. Katharine Wirsching & Dr. Jonah M. Otto, MPA

Group Project Workshop
J-1601 Wirtschaftswissenschaftliche Fakultät, University of Augsburg

12:00 PM – 01:30 PM

Lunch

02:00 PM – 05:00 PM

Available Time for Group Work Session

Saturday May 24, 2025

10:00 AM – 02:30 PM

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 25, 2025

08:00 AM – 12:00 PM

Available Time for Group Work Session

12:00 PM – 01:00 PM

Lunch

01:00 PM – 05:00 PM

Available Time for Group Work Session

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

Monday May 26, 2025

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

Tuesday May 27, 2025

10:00 AM – 10:30 AM

Prof. Dr. Michele Meoli

“Welcome & Introduction to Bergamo, Lombardia”

University of Bergamo

10:30 AM – 12:00 PM

Dr. Andrea Locati – Bergamo Chamber of Commerce

Bergamo’s Competitiveness Strategy & Entrepreneurial Ecosystem

University of Bergamo

12:00 PM – 01:30 PM

Lunch

02:00 PM – 04:00 PM

Bergamo City Tour

Citta Alta

Wednesday May 28, 2025

10:00 AM – 12:00 PM

Prof. Dr. David Audretsch

Cases in the Strategic Management of Place: Detroit, Bilbao, San Diego

University of Bergamo

12:00 PM – 01:30 PM

Lunch

02:00 PM – 04:00 PM

Policy Roundtable moderated by Prof. Dr. Stefano Paleari

The Role of HE for the Development of the Local Ecosystem

University of Bergamo

Thursday May 29, 2025

10:00 AM – 12:00 PM

Prof. Dr. Thomas Schwartz

The Role of Civil Society in Local Development: The Case of Renovabis

University of Bergamo

12:00 PM – 01:30 PM

Lunch

02:00 PM – 04:00 PM

Prof. Dr. Carlo Bellavite Pellegrini

Financial Resilience in a Complex World: Biodiversity, Systemic Risks, and the Future of Finance

University of Bergamo

Friday May 30, 2025

10:00 AM – 12:00 PM

GB Cagninelli

"I did it, you can do it: experiences & thoughts of a traditionalist"

International Business Advisor.

Former 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 – 04:30 PM

Company Visit to Gewiss

05:00 PM – 07:00 PM **Visit to Atalanta Bergamasca Calcio (Soccer Club)**
Gewiss Stadium

Saturday May 31, 2025

08:00 AM – 12:00 PM **Available Time for Group Work Session**

12:00 AM – 01:00 PM **Lunch**

01:00 PM – 05:00 PM **Available Time for Group Work Session**

Sunday June 1, 2025

08:00 AM – 12:00 PM **Available Time for Group Work Session**

12:00 PM – 01:00 PM **Lunch**

01:00 PM – 05:00 PM **Available Time for Group Work Session**

Monday June 2, 2025

All Day *****Campus Closed for Public Holiday*****

Tuesday June 3, 2025

09:00 AM – 12:00 PM **Group Presentations**
University of Bergamo

12:00 PM – 01:30 PM **Lunch**

01:30 PM – 05:30 PM **Group Presentations, Conclusion and Awarding of Certificates**
University of Bergamo

07+:00 PM – 10:00 PM **Farewell Dinner**
To be determined

Wednesday June 4, 2025

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 10:00 a.m.

09:00 AM Depart for Augsburg, Germany

04:00 PM Arrive in Augsburg, Germany

Monday June 30, 2025

*****DUE at 5:00pm CEST: Final Draft to Instructor by Email*****