

# Plus3 Italy

ENGR0032 & BUSSPP0042 | 3.0 credits | May 2016  
Swanson School of Engineering | College of Business Administration  
University of Pittsburgh

## Faculty

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## Overview

Plus3 Italy is a three-credit research-focused study abroad opportunity offered as follow-up to the CBA course *Managing in Complex Environments* (BUSSPP 0020) or *Engineering Analysis* (ENGR 0011 and ENGR 0012) at the University of Pittsburgh. Pre-departure sessions (at Pitt) explore Italy's history and reputation as one of the world's leading countries in the high fashion and luxury brand markets; introduce students to global supply chains and use of supply chain methodology as applied to fashion to illustrate various supply chain concepts; and provide background on contemporary travel in Italy. We then travel to Milan, Italy, which is considered by many to be the textile and fashion capital of the world, where we visit various companies and learn about the business and engineering practices that highlight the nation's reputation as the top producer of high-end textiles and fashion. From the manufacturing to the design practices, the company visits provide a firsthand look at supply chain management in fashion.

Plus3 Italy is one of five focus destinations to study supply chain management and/or engineering practices in 2016: textile and fashion in Milan, Italy; coffee in Costa Rica; smart phones in Beijing, China; automobiles and manufacturing in Augsburg, Germany; and entrepreneurship in Ho Chi Minh City, Viet Nam. The Plus3 program dates to 2002. Over the 14 years of its existence, Plus3 has taken more than 1,000 students abroad. The Plus3 program was the recipient (in 2005) of the Andrew Heiskell award for innovation in study abroad. Administered by the Institute for International Education, the Heiskell award is the highest honor bestowed on American study abroad programs.

## Course Objectives

- To provide students completing their freshman year with a first study-abroad experience,
- To equip students with skills for analyzing the economic, political, social, and environmental sources of supply chain controversy and to identify both business and social decision making solutions to address the controversies,
- To provide a first-hand opportunity for Pitt students to observe, analyze and understand a global supply chain in Italy,
- To provide a first opportunity for engineering and business students to work together on common company-based research projects,
- To provide an opportunity reflect on the travel, study, and research experience, and
- To develop research, writing, and presentation skills.

## Course Structure

The course consists of two components:

1. A pre-departure component that includes an introduction to the historical, cultural, and economic environments of the country/region of the field of study, as well as an introduction to the

technical content of the course and an overview of what students will need to observe when they are abroad. During this component students in the Plus3 Italy program will be introduced to the basic elements of a global supply chain, and in particular, the textile and fashion supply chain and Italy's role in the same. In addition, students will receive a basic introduction to the history, culture, and social conditions of Italy.

2. A field study component that includes company visits, field trips, and lectures at various sites in and around Milan, Italy. Each student is required to attend and participate in all lectures, participate in all company and site visits and university activities, keep a daily journal of his/her experiences, and write a daily blog to be posted on a Plus3 website. Participants in the Plus3 Italy program will be divided into teams. Each student team is required to research some selected aspect of supply chain management in textiles and fashion. Teams are expected to develop, research, and complete their research projects before and during their time in Italy. After returning to Pittsburgh each team will make a brief presentation of their research findings and submit a final project report at a date to be determined later.

## Reading/Textbooks

Required reading (available free online through the Pitt library) :

- Hugos MH. *Essentials of Supply Chain Management*.  
<http://site.ebrary.com/lib/pitt/detail.action?docID=10484846>
- Choi TM, Cheng TCE. *Sustainable Fashion Supply Chain Management From Sourcing to Retailing*. <http://link.springer.com/book/10.1007%2F978-3-319-12703-3>

Additional reference (available free online through the Pitt library)

- Blanchard D. *Supply Chain Management - Best Practices*.  
<http://site.ebrary.com/lib/pitt/detail.action?docID=10380972>

## Evaluation Summary

Evaluation of performance is based on work products from either individuals (I) or groups (G). Groups of 4 or 5 will be formed prior to the first pre-departure meeting. Students will be asked to complete a CATME survey, which will be used to create the groups.

Work Product	Points	Due Date
1. Pre-departure quizzes (I)	20	TBD
2. Pre-departure project presentation (G)	10	TBD
3. Personal reflections blog (I)	20	TBD
4. Post travel project presentation (G)	20	TBD
5. Final report (G)	30	TBD
<b>TOTAL</b>	<b>100</b>	

1. Predeparture quizzes (I) : quizzes covering aspects of supply chain management topics to be discussed during pre-departure meetings (best to read the assigned chapter before class!).
2. Pre-departure project presentation (G) : Groups will present on an assigned company and potential supply chain issues faced by the company. Presentations will be evaluated on (a) depth of research on company history, current practices, and context in the domestic/global market, (b) use of course concepts as related to the company, and (c) ability to raise and analyze potential cultural and supply chain sustainability issues for the company that will be further explored during the field study in Italy.
3. Personal reflections blog (I) : Students are expected to create and post 750 word blog entries daily during the in-country component of the course. Blog topics can include literature

covered in class, identification of in-country interviewees, case material to be covered in the final analysis report, and personal reflection on cultural and business norms abroad. Blogs are evaluated on the basis of (a) the completion and length of each post, (b) the use of course concepts in each entry, and (c) the ability to raise and evaluate relevant cultural and business issues.

4. Post travel project presentation (G) : Groups will reflect on the in-country company visit and compare and contrast the analysis from the initial presentation as it related to the first-hand experience gained during the field study component. Evaluated on the basis of (a) ability to relate course concepts to information gained during the field study, (b) ability to acquire relevant information from in-country company visits and lectures and the ability to effectively present said information, (c) reflection and analysis of information gained from the field study abroad as it relates to cultural and supply chain sustainability issues raised in the first presentation.
5. Final report : The final output for the class is an analysis report that identifies economic, social and environmental options for action regarding the student's assigned industry, company and challenges identified in the company's global supply chain. The final analysis report is a cumulative product from the entire course and will include information gained through independent research, pre-departure coursework, and the field study component. Detailed report content and formatting requirements will be provided.

## Expectations

Students are adults and will act as such during the trip. The role of the faculty is to help and guide - not to watch every step every student takes 24 hours a day. Thus, students will exhibit maturity, maintain decorum, and exercise care and concern for themselves and their colleagues. Every student is required to attend every programmed activity, lecture, and visit and is responsible for being on time at the right place. Deviations will not be tolerated, and may result in (1) the student being dismissed from the trip and sent home at his/her own cost and (2) a failure in the course or other grade penalty. If necessary, any such actions will be taken by the faculty after consultation with the University of Pittsburgh Study Abroad Office.

## Course Policies

Academic Integrity : Students are expected to comply with the University of Pittsburgh's Policy on Academic Integrity. Any student suspected of violating this obligation for any reason during the semester will be required to participate in the procedural process as outlined in the University Guidelines on Academic Integrity.

Disabilities : If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and Disability Resources and Services (DRS), 140 William Pitt Union, 412.648.7890/412.383.7355 (TTY), as early as possible in the term. DRS will verify your disability and determine reasonable accommodations for this course.

## Tentative Course Schedule

Date	Topic and Assignment
Predeparture	
<b>Sunday 20 March</b> 5:00 PM - 8:00 PM <i>Site TBD</i>	Course overview Study abroad orientation Supply chain basics – Chap 1 Hugos – Quiz 1 Team assignments
<b>Sunday 3 April</b> 5:00 PM - 8:00 PM <i>Site TBD</i>	Supply chain planning/sourcing & making/delivering Travel in Italy Study abroad update Supply chain planning and sourcing – Chap 2 Hugos – Quiz 2

<b>Sunday 10 April</b> 2:00 PM - 5:00 PM <i>Site TBD</i>	Textile and fashion supply chain management Travel in Italy Study abroad update Supply chain making and delivering – Chap 3 Hugos – Quiz 3
<b>Sunday 17 April</b> 2:00 PM - 5:00 PM <i>Site TBD</i>	Pre-departure project presentations Study abroad update
<b>Friday, May 6</b> Check in to Towers by 3:00 PM Location: Panther Central	Pre-departure dinner with other Plus3 groups and final briefing Meet in Towers Lobby at 5:00PM for dinner.
<b>Saturday, May 7</b>	Fly to Milan, Italy from Pittsburgh
<b>Sunday, May 8</b>	Field study begins – Itinerary forthcoming
<b>Friday, May 20</b>	Program ends in Milan, Italy with final dinner
<b>Saturday, May 21</b>	Depart from Milan, Italy
<b>Fall Semester</b> <i>Site/Time TBD</i>	Final team project presentations