

## Benefits for Clients

In addition to fulfilling a positive social role, client organizations receive valuable benefits, as they:

- Approach problems from a fresh, external point of view
- Have access to a demographic class that may represent their future customers
- Meet talented students they may want to hire upon graduation
- Lend their experience to the training of the next generation of leaders

## Benefits for Students

- Apply theoretical knowledge to a real project, testing their newly acquired competencies
- See problems and opportunities in their full complexity
- Learn how constraints such as budget, lack of data, uncertainty, and culture impact implementation
- Reinforce their research, public speaking, presentation and writing skills
- Rise to the competitive challenge and make actionable recommendations

## Structure

### Time Commitment

- Briefing session: representatives come to JCU for one period (75 minutes)
- Monitoring: throughout the semester, the organization is available for occasional consultations and feedback
- Presentation: representatives come to JCU to watch students' presentations (one or two class periods) and select the best solution

### Dates

- Fall semester: beginning of September to mid-December
- Spring semester: mid-January to end of April

### Language

- English will be used in all formal interactions between students and the organization.

## Types of Projects

Projects must be contained within the timeframe of a semester and have educational value. Examples include:

- Beta testing for apps
- Communication campaign
- Forecasting and scenario analysis
- Fund-raising
- Marketing (internationalization, market research, marketing plan)
- Product design
- Segmentation, targeting, positioning, promotion and advertising strategy
- Social responsibility, employee, or environmental policies
- Strategic planning
- Visual communication and branding (logos, identity, brochure)

## Courses

Some of the courses that have hosted Learn-Do-Share include:

- AS 311 Advanced Graphic Design
- BUS 220 Business Communication
- BUS 330 International Business
- BUS 335 International Entrepreneurship
- BUS 345 Innovation and Information Technology
- BUS 360 Social Networks and Media Management
- BUS 410 Strategic Decisions in Entrepreneurship
- FIN 301 Finance
- MKT 302 Service Marketing
- MKT 304 New Product Management
- MKT 305 Marketing and Market Research
- MKT 321 Advertising Management
- MKT 330 International Marketing
- MKT 335 Retailing Applied to the Fashion Industry
- MKT 355 Social Marketing and Fundraising

Organizations wishing to participate should contact the JCU professor of reference directly, or IFE, at [entrepreneurship@johncabot.edu](mailto:entrepreneurship@johncabot.edu) around one month prior to the start of the relevant semester.

## Sample Cases

Students will meet with 16 subjects, interview them, video-record their responses and apply video production and editing techniques to generate the videos for the Watchado platform.



### Production of Videos for Austria-based Watchado

Graphic Design students developed a creative artwork proposal for the new facility, in line with the existing graphic brand identity of UPMC, using the text and pictures provided by the organization.

UPMC San Pietro FBF  
ADVANCED RADIOTHERAPY CENTER

### Brochures for UPMC New Radiotherapy Facility in Chianciano, Italy



### Internationalization Plan for Gioielli D.O.P.

International Management students analyzed the US market and determined an entry strategy that will enable Gioielli D.O.P. to establish a presence in the United States.



### Communication Plan for the Teatro dell'Opera

Advertising Management students discussed, developed and presented a communication plan to promote Teatro dell'Opera (the Opera House in Rome) to an international audience.

**Professor Silvia Carnini Pulino**

Assistant Professor of Business Administration  
Director of the JCU Institute for Entrepreneurship  
B.A., Oxford University, 1985  
M.A., Oxford University, 1986  
M.B.A., Harvard Graduate School of Business, 1988

**Colin Biggs**

Lecturer in Business Administration  
B.A., University of Oxford, 1969  
M.A., University of Oxford, 1971  
Ph.D., Cambridge University, 1976  
M.B.A., London Business School, 1993

**Daniele Pica**

Assistant Professor of Business  
and Information Systems  
B.Sc., University of  
Southern California, 1999  
M.Sc., London School  
of Economics, 2001  
Ph.D., London School  
of Economics, 2006

**Michele Favorite**

Lecturer in Business Administration  
B.A., Brown University, 1982  
M.Phil., Oxford University, 1984  
D.Phil., Oxford University, 1988

**Antonella Salvatore**

Lecturer in Business Administration  
Laurea, University of Pescara, 1995  
Professional Diploma in Management,  
Open University, U.K., 2002  
M.B.A., Open University, U.K., 2006

**Riccardo Maiolini**

Lecturer in Entrepreneurship  
Laurea, LUISS, Rome, 2005  
Ph.D., LUISS, Rome, 2010

**Sabrina Schmidt**

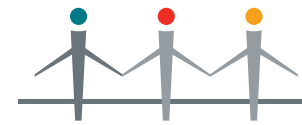
Lecturer in Studio Art  
Diplom-Designer (FH), 1994  
Visuelle Kommunikation,  
Merz Akademie, Stuttgart, Germany

**Pietro Paganini**

Adjunct Assistant Professor of  
Business Administration  
Laurea, LUMSA University, 2000  
Master, Karlstadt University, 2004  
Dottorato di Ricerca, LUMSA  
University, 2004

**Alessandro Signorini**

Assistant Professor of Marketing  
Laurea, University of Rome, 1998  
M.Phil., University of Strathclyde, 2003  
Ph.D., University of Strathclyde, 2012



INSTITUTE FOR ENTREPRENEURSHIP  
Real Ideas Real People Real Community

## John Cabot University Institute for Entrepreneurship Learn-Do-Share

Via Della Lungara, 233  
00165 Roma  
Tel. +39 06 68191219  
entrepreneurship@johncabot.edu



### What is Learn-Do-Share?

Student consultants work in teams,  
followed by a professor, to solve  
real-world problems

An initiative of the JCU Institute for Entrepreneurship

