Global Insights & Intro to Management

Emilia Romagna Learning Journey

Barilla

The Italian Food Company, Since 1877.

Parma – Bologna – Modena

September 21-24, 2017

A special excursion for students in the Global Insights and the Intro to Management classes to Italy’s food capital and bread basket. The Learning Journey will take students to explore the Barilla Corporation in Parma with a full day of activities. Students will also explore the university city of Bologna and the gem of Modena, home of Ferrari, Maserati, Pavarotti and balsamic vinegar.

Excursion is mandatory for all students enrolled in the two Business classes.

Thursday, September 21st

Rome – Parma

Departure after lunch for Parma. We’ll arrive in time this evening for an independent dinner in Parma. Preparation for tomorrow’s visits to the Barilla Center.

Overnight: Grand Hotel de la Ville, Parma

Friday, September 22nd

Parma – Collechio - Bologna

Breakfast this morning in the hotel.

7:30 a.m. Barilla Corporation is hosting the Business students from the Duquesne University Italian Campus. Departure this morning for the Caseificio Gennari, the Parmigiano-Reggiano cheese producer at Collechio near Parma. Here you’ll have a tour this morning to see how parmesan (parmiggiano) cheese is produced and find out more about the “king of cheeses” and the economy it provides to the area.

10:00 a.m. Welcome to Accademia Barilla, the Italian Food Academy! The morning at Barilla will start with an overview and Q&A session of the Barilla Corporation by Luca Virginio, Director of Communication and External Relations.

11:00 a.m. Cooking Experience: Students will be divided into groups for a cooking course and will prepare their own lunch! After the cooking experience, students will eat lunch together.
2:00 p.m. Arrival at the Barilla Headquarters. At Barilla’s HQ, students will have a guided tour of the largest pasta factory in the world.

5:00 p.m. Departure for Bologna

6:30 p.m. Arrival at our hotel in Bologna. After check in, you’re free to explore this exciting university town and have an independent dinner.

Overnight: Hotel Mercure Bologna Centro, Bologna

**Saturday, September 23rd**

**Bologna – Modena**

Breakfast this morning in the hotel.

8:45 a.m. Departure for Modena! Today we’ll spend the day exploring the Emilian gem of Modena. Famous for a certain opera singer, the most famous vinegar in the world, and multiple luxury car companies, the small village of Modena is located on the fertile flat plains of the Po River.

10:00 a.m. **Casa Museo Pavarotti.** This morning we’ll visit Luciano Pavarotti’s home, which today has been converted into a museum dedicated to the world famous opera singer.

11:00 a.m. **Museo Casa Enzo Ferrari.** This Ferrari museum in Modena delivers a unique and enthralling museum experience that takes visitors back to the roots of the world’s most famous brand. Topped by a striking yellow car hood-inspired roof that stands out against the Modena skyline, the Museum not only tells the story of Ferrari’s founding father but also showcases some of the most beautiful cars ever built.

1:00 p.m. **Group Lunch.** Emilia Romagna is the food capital of Italy and today we will sample some of the delicacies of this area with a relaxed traditional Italian lunch.

3:00 p.m. **Acetaia Malpighi.** Today’s visits will finish up with a visit to a traditional Balsamic Vinegar estate in Modena, where you’ll learn about the process of making the world’s most famous vinegar. You’ll enjoy a tasting of the different aged vinegars and there will be an opportunity to buy products to take home with you!

6:00 p.m. Return back to hotel in Bologna. This evening is an independent evening for dinner.
Sunday, September 24th
Bologna – Rome

Breakfast this morning in the hotel. (An opportunity to go to Mass will be provided to all students on either Saturday evening or Sunday morning – TBA).

10:00 a.m.  **Bologna city tour.** This morning, you’ll have a guided tour of the region’s capital city, Bologna. Fusing haughty elegance with down-to-earth grit in one beautifully colonnaded medieval grid, Bologna is a city of two intriguing halves. On one side is a hard-working, high-tech city located in the super-rich Po valley where suave opera-goers waltz out of regal theaters and reconvene in some of the nation's finest restaurants and trattorias. On the other is a politically edgy city that hosts the world's oldest university and is famous for its graffiti-embellished piazzas filled with students swapping Gothic fashion tips.

1:00 p.m.  **Group lunch:** It wouldn’t be a Sunday without a traditional Italian lunch. We’ll enjoy some of Bologna’s most famous foods before our long journey back to Rome this afternoon.

3:00 p.m.  **Journey back to Rome.** The rest of the afternoon will be spent traveling back to Rome by private coach.

8:00 p.m.  Arrival at the Italian Campus. Dinner in the dining room.

**What’s included:** R/T transport with private coach. Accompanied excursion by Dr. Ciccone and an Italian Campus staff member. Two meals daily. Entrances to any of the events/tours listed in the itinerary. Overnight in doubles/triples in centrally located hotels.

**What’s not included:** Anything not designated in the itinerary. Anything in the itinerary listed as “independent.” Personal expenses. Gratuities/tips for meals, guides and bus driver.

**Total cost: €275.00**