



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Entrepreneurship

2021-3-E1601N093

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#### Learning objectives

##### *Knowledge and understanding*

- To understand entrepreneurial and innovation processes in start-ups
- To understand entrepreneurial and innovational processes in corporate settings

##### *Applying knowledge and understanding*

- At the end of the course students will be able to develop their entrepreneurial idea and design a consistent business model

#### Contents

The course of Entrepreneurship aims at introducing students to those entrepreneurial processes that occur in start-ups and in corporate setting, offering a panorama of challenges, frameworks and tools needed to spot and exploit entrepreneurial opportunities, turning them into successful business models.

#### Detailed program

The course is divided in the following parts:

### **Part 1. Class lectures**

1. Introduction to the course | Entrepreneurial Mindset
2. Customer Development
3. Industry Research
4. Value Proposition
5. Market Validation
6. Business Model
7. Branding and visual identity
8. Pitch and Story Telling

### **Part 2. Practical exercises**

1. Entrepreneurial Mindset
2. Customer Development
3. Industry Research
4. Value Proposition
5. Market Validation
6. Business Modeling
7. Brand Identity
8. Business Storytelling and Pitching

## 9. Students projects' Final Pitch | Q&A

### **Prerequisites**

- basics of management
- basics of economic sociology
- background in strategic management

### **Fluency in English**

### **Teaching methods**

This course will provide students with a hands-on experience on a typical entrepreneurial journey. Student will work in teams learning how to turn an idea into a business.

The course is offered only in English.

In case of an on-line only version of our course, due to pandemic restrictions, classes will be held online through the university platform and for each class meeting there will be a conceptual part and an applied one, with the exemplification of the tools to be used.

### **Assessment methods**

Final team project presentation.

In case of pandemic, the exam structure will be the same but teams will pitch their business ideas and entrepreneurial projects on-line through webex meetings.

### **Textbooks and Reading Materials**

Case studies and articles will be made available as a course package through the Harvard Business Publishing Education platform.

Course book is Varon M. and Alberti F.G. (2019), ENTREPRENEURSHIP BY DESIGN. Business Design Tools for Strategy and Innovation. Amazon Books.

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