



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Entrepreneurship

2021-2-F7702M064-F7702M202M

Learning objectives

The purpose of the course is that the students acquire necessary knowledge and skills required for:

- understanding the role and importance of entrepreneurship for economic development
- developing personal creativity and entrepreneurial initiative
- adopting of the key steps in the elaboration of business idea
- understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

Contents

The course aims to deepen the theoretical and methodological bases to understand entrepreneurship in the context of the global economy. Furthermore, it aims to stimulate business ideas by proceeding from the analysis of business ideas, through the comparison with the market through marketing tools, up to the drafting of a business plan.

Detailed program

- [The History of Entrepreneurship](#)
- The Entrepreneurial Process
- The Entrepreneurship Ecosystem

- Social Entrepreneurship
- Female Entrepreneurship
- Business Models & Ideation
- Business Model Canvas
- Analysing customers and markets
- Crafting a business model
- Entrepreneurial marketing
- Launching a venture
- Intellectual Property and Legal Matters

Prerequisites

n.a.

Teaching methods

Classroom lessons + corporate testimonials

In order to better balance theory and practice, topics will be presented combining lectures, talks and case studies

Due to the COVID-19 emergency restrictions, if possible, lessons will be held partially on site and partially online (recorded and held remotely asynchronously or held remotely synchronously).

Otherwise, lessons will be recorded and held remotely asynchronously/synchronously.

Assessment methods

For attending students:

Evaluation of a business plan of a startup based on an innovative idea. It is developed in groups during the course applying the tools and the knowledge acquired. The business plan consists in a report and is presented through a final presentation lasting approximately 20 minutes.

For non-attending students:

The assessment is based on the reference texts and on the resources made available through the e-learning platform. The exam consists of a written test with multiple choice and open-ended questions, which lasts about 45 minutes.

In case of restrictions due to COVID-19 emergency, the final evaluation will be done with a written examination using Respondus software.

Textbooks and Reading Materials

- William D. Bygrave, Andrew Zacharakis (2014). Entrepreneurship, 3rd Edition.
- John Wiley & Sons, Incorporated
- Ahmetoglu, G., Chamorro-Premuzic, T., Klinger, B., & Karcisky, T. (Eds.). (2017). The Wiley Handbook of Entrepreneurship (pp. 1-501). Hoboken, NJ: John Wiley & Sons.
- Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons.

Semester

Second semester

Teaching language

English
