



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

New Venture Management

2122-106R-NVM

Title

New Venture Management

Teacher(s)

Barbara Del Bosco / Alice Mazzucchelli / Monica Rossolini (UNIMIB)

Language

English

Short description

Program:

- The foundations of entrepreneurship
- New venture opportunities
- New venture development and planning
- New venture marketing

- New venture financing
- New venture growth management

Objectives of the program:

to get the hang of the field of entrepreneurship research, theories and practices, to provide insights about how to launch and manage a new venture, to plan new venture process, financing and growth.

Evaluation: Case studies discussion

CFU / Hours

5 CFU - 40 hours

Teaching period

II year, I semester
