UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Entrepreneurship

2122-3-E1601N093

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.

Assessment methods

Final team project presentation.

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.