



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Entrepreneurship

2122-2-F7702M064-F7702M202M

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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 and Innovation 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

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## **Parte 1. Theory**

1. Entrepreneurial Mindset
2. Customer Development
3. Industry research
4. Research Methodology
5. Value Proposition
6. Market Validation - Customer analysis
7. Business Model canvas
8. Operations and Revenues
9. Entrepreneurial Finance
10. International Expansion
12. Entrepreneurial personality
11. Final Presentations

## **Parte 2. Practical applications**

1. Entrepreneurial Mindset
2. Customer Development
3. Industry research
4. Value Proposition
5. Market Validation - Customer analysis
6. Business Model canvas
7. Operations and Revenues

8. Entrepreneurial Finance

9. International Expansion

10. Final Presentations

## **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.

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## **Assessment methods**

Final team project presentation and report (60% of final grade) and individual exam (40% final grade).

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## **Textbooks and Reading Materials**

Case studies, slides and articles will be available on the e-learning platform.

#### Course book

Di Pietro (2021) Crowdfunding for Entrepreneurs: Developing Strategic Advantage through Entrepreneurial Finance

Barringer, B. R. / Ireland (2005 or later editions). *Entrepreneurship: Successfully launching new ventures*. Pearson Education India.

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