UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Entrepreneurship and Innovation Lab

2223-2-F7702M064

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

The course is divided in 2 modules. The Innovation Management module will be devoted to theory, whereas the Entrepreneurship module, will be devoted to apply theoretical tools in practice and to develop your business idea.

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.

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 and report (60% of final grade)
Individual oral exam (40% final grade).

Textbooks and Reading Materials

Case studies, slides and articles will 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.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE