



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Entrepreneurship

2223-2-F7702M064-F7702M202M

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#### Learning objectives

*Knowledge and understanding*

- To understand entrepreneurial and innovation processes in start-ups

*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 Entrepreneurship module, will be devoted to the development of a business idea.

1. Idea Development/opportunity recognition
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.

## **Assessment methods**

Final team project presentation and report

## **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**

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