UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Entrepreneurship

2425-2-F7702M064-F7702M202M

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

Attending students
Final team project presentation and report

Non attending students

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

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