UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Entrepreneurship

2526-3-E1601N093

Learning objectives

Knowledge and Understanding
• Understand entrepreneurial and innovative processes in start-ups.
• Understand entrepreneurial and innovative processes in established companies.

Applying Knowledge and Understanding
• Develop an entrepreneurial project by designing a coherent business model.
• Apply tools and methodologies for analyzing entrepreneurial opportunities and assessing the feasibility of new ventures.

Making Judgements
• Develop critical thinking skills in the evaluation of entrepreneurial and strategic decisions.
• Acquire awareness of the ethical, economic, and social implications of entrepreneurial activity.
• Make informed decisions in contexts characterized by uncertainty and complexity.

Communication Skills
• Effectively and persuasively present an entrepreneurial project to different audiences (investors, partners, stakeholders).
• Appropriately use the technical and managerial language of entrepreneurship, both in written and oral form.

Learning Skills
• Develop an entrepreneurial mindset oriented toward change, continuous learning, and creative problem-solving.
• Strengthen the ability to learn autonomously from case studies, direct experiences, and multidisciplinary sources in the field of innovation and entrepreneurship.

Contents

The Entrepreneurship course aims to introduce students to the entrepreneurial processes that take place in both start-ups and corporate settings. It provides an overview of the challenges, frameworks, and tools necessary to identify and capitalize on entrepreneurial opportunities, transforming 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

The methods of assessment are currently being defined. This section will be updated as soon as possible, and in any case before the beginning of the course.

Textbooks and Reading Materials

Textbooks are currently being defined. This section will be updated as soon as possible, and in any case before the beginning of the course.

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY | CLEAN WATER AND SANITATION | AFFORDABLE AND CLEAN ENERGY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION | PARTNERSHIPS FOR THE GOALS