



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Entrepreneurship

2526-3-E1601N093

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#### 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

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