



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Project Management and Entrepreneurial Development

2627-3-E1805M022

Learning objectives

The course focuses on the development of entrepreneurial behavior in a variety of settings. In particular, it presents the fundamentals of developing an effective business plan, teaching the basic principles of developing plans for the sales, marketing, product or service operations, financials and management of a new venture. It assumes some prior knowledge of the subject area and will equip students with much of the knowledge required to launch and manage a new venture.

Contents

Detailed program

Prerequisites

Basic principles of business administration and management, which can be learnt by attending the relevant modules included in the first year of the degree in Business economics and Management.

Teaching methods

This is an online course comprising 6 hours of face-to-face teaching and 30 hours of remote learning. The latter include synchronous and asynchronous lessons, as well as practical self-learning activities.

Assessment methods

Textbooks and Reading Materials

Semester

First semester

Teaching language

English

Sustainable Development Goals
