UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Entrepreneurship Lab

2627-1-F7603Q020-F7603Q02001

Aims

The Entrepreneurship Lab module aims to enable students to apply the concepts introduced in the Business Planning module to the concrete development of their own entrepreneurial project. The module focuses on enabling students to refine and validate an idea, align market analysis, strategy and operations, and ensure overall project coherence. Drawing on key entrepreneurship frameworks, it emphasizes opportunity recognition, customer discovery, value proposition development and iterative testing.

The objective is to support students in developing a coherent, feasible and well-structured venture concept, strengthening their critical thinking, decision-making and communication skills. Through project work, case discussions and interaction with entrepreneurial practice, students are prepared to finalize and present a solid business plan and pitch in coordination and together with the Business Planning module.

Knowledge and understanding
At the end of the module(s) the student should have a fundamental understanding of:
• key concepts of entrepreneurship and innovation applied to a real project;
• development and refinement of an entrepreneurial idea;
• experimentation processes (POC, prototyping, MVP);
• startup dynamics and common challenges.

Applying knowledge and understanding
At the end of the module(s) the student should be able to:
• apply strategy and market analysis tools to their own project;
• integrate concepts from both modules into a coherent business plan;
• prepare and deliver a structured pitch.

Making judgments
At the end of the module(s) the student should be able to:
• critically evaluate the coherence and feasibility of their project;
• identify strengths, weaknesses and risks;

• apply lessons from startup case studies.

Communication skills
At the end of the module(s) the student should be able to:
• present objectives and assumptions in a structured way;
• explain and defend their entrepreneurial idea;
• communicate effectively within a team and in a pitch format.

Contents

The module is taught by Alireza Ilbeigi and represents the second part of the course Laboratory of Entrepreneurship and Business Planning. While the Business Planning module provides strategic and financial foundations, the Entrepreneurship Lab focuses on applying these foundations to the concrete development of students' projects and on understanding the entrepreneurial process.
Students work in teams throughout the module, refining market positioning, strategy, operations and financial assumptions to ensure overall coherence. Guided feedback sessions support iterative project development. Short theoretical inputs complement practical work. Case studies and a possible guest entrepreneur session provide real-world perspectives. AI tools can be used to support idea refinement and validation, market exploration and presentation development.

Detailed program

Application of Business Planning concepts to projects

• refining business idea and competitive advantage;
• applying market and industry analysis;
• defining target customer and positioning;
• aligning strategy, operations and financial logic;
• reviewing feasibility assumptions and risks.

Entrepreneurial process and venture development

• opportunity recognition and idea development;
• problem–solution fit and experimentation;
• POC, prototyping and MVP;
• decision-making under uncertainty;
• sustainability considerations.

Project development sessions

• guided team-based refinement;
• feedback on market, strategy and financial coherence;
• pitch preparation and rehearsal;
• integration into the final business plan.

Case studies and entrepreneurial experience

• analysis of successful and failed startups;
• discussion of real entrepreneurial decisions;

• guest entrepreneur session.

Prerequisites

Teaching form

The module is structured as a laboratory combining short conceptual inputs with extensive project work. Most sessions are dedicated to applying concepts directly to students' projects through feedback sessions. Students work in teams, progressively strengthening coherence between market analysis, strategy, operations and financial reasoning. Case discussions complement project work. Attendance and active participation are mandatory during the 30-hour module.

Textbook and teaching resource

Slides, selected readings and case studies provided in the classroom and on eLearning.

Semester

II semester (March)

Assessment method

Assessment is conducted jointly with the Business Planning module and comprises two parts:

1. Group Business Plan and Pitch (60%): Teams develop a complete business plan integrating insights from both modules. Each team presents and pitches its business idea.
2. Individual Oral Exam (40%): Individual assessment of theoretical understanding and ability to discuss entrepreneurial concepts.

Office hours

Always, after scheduling an appointment *via* e-mail.

Sustainable Development Goals

QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND