# Syllabus

## Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Entrepreneurship B</th>
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<tbody>
<tr>
<td>Course code</td>
<td>27086</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>SECS-P/08</td>
</tr>
<tr>
<td>Degree</td>
<td>Master Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>Semester and academic year</td>
<td>1st and 2nd semester 2016-2017</td>
</tr>
<tr>
<td>Year</td>
<td>2</td>
</tr>
<tr>
<td>Credits</td>
<td>7</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
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<table>
<thead>
<tr>
<th>Total lecturing hours</th>
<th>42</th>
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<tbody>
<tr>
<td>Total lab hours</td>
<td>-</td>
</tr>
<tr>
<td>Total exercise hours</td>
<td>24</td>
</tr>
<tr>
<td>Attendance</td>
<td>Obligatory</td>
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**Prerequisites**

This is the follow-up course of Entrepreneurship A. Entrepreneurship A is suggested in order to properly follow these lectures.

**Course page**

http://www.unibz.it/en/economics/progs/master/entrepreneurship/courses/default.html

**Specific educational objectives**

The course refers to the typical educational activities and belongs to the scientific area of Entrepreneurship.

It is a capstone course for competence development, in which the knowledge and skills acquired in the various courses are pooled using problem solving based learning to analyse real situations and develop a business plan.

**Lecturer**

Christian Lechner,  
office E301, Christian.Lechner@unibz.it, tel. 0471 013200,  
http://www.unibz.it/de/economics/people/StaffDetails.html?personid=738&hstf=738

**Scientific sector of the lecturer**

SECS-P/08

**Teaching language**

English

**Office hours**

(nr 21) please refer to the lecturer’s web page

**Lecturing assistant**

Alfredo De Massis, office E5.12b, Alfredo.DeMassis@unibz.it, tel. 0471 013303
<table>
<thead>
<tr>
<th>Teaching assistant</th>
<th>None</th>
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</table>
| **List of topics covered** | • Opportunity evaluation and selection  
• New venture road map  
• Marketing plan  
• Finance plan  
• Business Model  
• Business Plan |
| **Teaching format** | Frontal lectures, labs & projects |

### Learning outcomes

**Knowledge and understanding:**
Acquiring knowledge about the typical milestones in the new venture development, pricing techniques, marketing and finance of new ventures and the essential elements of a business plan.

**Applying knowledge and understanding:**
Apply the theoretical entrepreneurial concepts and to develop a business plan creating the awareness of the difficulties of the start-up process and developing necessary planning competences for launching a new venture.

- Opportunity evaluation and selection  
- Developing a new venture road map  
- Developing a marketing plan  
- Developing a finance plan  
- Developing a business Model  
- Developing a business plan

**Making judgments:**
Students will acquire experience in making judgements about business opportunities and their feasibility

**Communication skills**
- students will develop communication skills for presenting project work

**Learning skills**
- Dealing with uncertain outcomes, students will learn how to approach and validate their projects.

### Assessment

- Written and project work: written exam with review questions and written project report done in groups;  
- Oral presentation of the project work  

The presence and participation at the lectures is obligatory; there is no assessment for non-attending.
Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.

**Assessment language**

| English |

**Evaluation criteria and criteria for awarding marks**

| 10% Intermediate presentations |
| 50% Written project work (business plan) |
| 40% Oral presentations |

Relevant for intermediate presentations:
- progress in integrating new content
- mastery of language
- ability to evaluate the state of the project
- application of project to real world problems

Relevant for written work:
- clarity of expression
- mastery of language
- logic and coherence (in terms of structure and arguments)
- integration of the various topics
- establish logical relationships between sub-topics
- maturity of project and funding probability

Relevant for oral presentation:
- clarity of expression
- mastery of language
- logic and coherence (in terms of structure and arguments)
- conveying key messages in a reduced format
- attention getting
- mastery of key concepts

**Required readings**


**Supplementary readings**