## Syllabus

### Course description

| Course title       | Entrepreneurship (modular)  
|                   | M1 Foundations  
|                   | M2 New Product Design and Development |
| Course code       | 27175  
|                   | 27185 Erasmus – M1  
|                   | 27186 Erasmus – M2 |
| Scientific sector | SECS-P/08 |
| Degree            | Master Entrepreneurship and Innovation |
| Semester and academic year | M1 2nd semester – M2 1st semester 2017-2018 |
| Year              | 1 |
| Credits           | 14 (M1 8 CP + M2 6 CP) |
| Modular           | Yes |
| Total lecturing hours | 84 (M1 48 hours, M2 36 hours) |
| Total lab hours   | - |
| Total exercise hours | - |
| Attendance        | Module 1: highly recommended, but not required  
|                   | Module 2: mandatory attendance (minimum 75% of the lectures) |
| Prerequisites     | not foreseen |
| Specific educational objectives | The course refers to the typical educational activities and belongs to the scientific area of Innovation and Entrepreneurship.  
|                   | The course is designed to give an inside into the process of entrepreneurship and project development with an applied approach to new venture creation including product design and development.  
|                   | The course is intend to the development of skills and knowledge about design and entrepreneurial process by stimulating competences in judging new product development efforts leading potentially to new ventures. |

### Module 1

| Lecturer          | Christian Lechner, office E301, Christian.Lechner@unibz.it, tel. 0471 013200, [https://www.unibz.it/en/faculties/economics-management/academic-staff/](https://www.unibz.it/en/faculties/economics-management/academic-staff/) |
| Scientific sector of the lecturer | SECS-P/08 |
| Teaching language | German |
| Office hours      | [https://www.unibz.it/en/timetable/?department=26&degree=12835](https://www.unibz.it/en/timetable/?department=26&degree=12835) |
| Lecturing assistant | None |
| Teaching assistant | None |
| Office hours      | 24 hours |
**List of topics covered**

- What is entrepreneurship?
- Business ideas
- Evaluation of entrepreneurial opportunities
- The link between entrepreneurial firm typologies and opportunities
- Technology opportunities in emerging markets
- Opportunities and markets
- Entry strategies
- Competitive strategies of entrepreneurial firms
- Resourcing the new venture
- Entrepreneurial networking and networks
- Growth strategies of entrepreneurial firms
- Managing growth

**Teaching format**

Frontal lectures, case discussions & projects

**Module 2**

**New Product Development**

**Lecturer**

Simone Simonelli  
C106b  
[link](https://www.unibz.it/en/design-art/people/StaffDetails.html?personid=28558&hstf=28558)

**Scientific sector of the lecturer**

INF 01

**Teaching language**

Italian

**Office hours**

[link](https://www.unibz.it/en/timetable/?department=26&degree=12835)

**Lecturing assistant**

-

**Teaching assistant**

-

**Office hours**

18 hours

**List of topics covered**

product design / digital fabrication / direct manufacturing / social manufacturing / industrial design / craft / technology and crafts/rapid prototyping / rapid manufacturing / digital design/computational design / 3D modelling

**Teaching format**

Lectures, short workshops, exercises,

**Learning outcomes**

**M1**

Knowledge and understanding:

Sufficient insight into entrepreneurs and entrepreneurial processes in order to:

- Understand the role and challenges of an entrepreneur
- Understand the difference between established firms and new ventures
- Understand how to evaluate opportunities
- Understand the strategies of new venture management
- Understand the organizational challenges in launching a potentially fast growing firm

Applying knowledge and understanding:

- Identifying and evaluating opportunities for start-ups
- Developing a business model for start-ups
- Developing entry strategies for new ventures
- Developing requirements for an appropriate new venture team

**M2**
**Knowledge and understanding:**

- Understanding the different steps in the new product development process
- Knowledge about the role of customer-centric prototyping in the new product development process
- Understanding the interplay between resource constraints and new product development

**Applying knowledge and understanding:**

- Outlining a project plan for new product development
- Implementing the requirements for new product development in terms of resouces needs
- Knowing how to coordinate the prototyping phase
- Developing design specification for new products

---

<table>
<thead>
<tr>
<th>Assessment</th>
<th>M1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Oral: project work presentation, intermediate written exam and final written exam.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment</th>
<th>M2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Oral and lab: oral exam with review questions, oral exam to test knowledge application skills, evaluation of results, final written exam.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment language</th>
<th>German (M1) – Italian (M2)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Evaluation criteria and criteria for awarding marks</th>
<th>90% Module evaluation, 10% Final exam.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Required readings</th>
<th>M1: Lecture Notes and selected chapters/readings/cases from:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Required readings</th>
<th>M2: Gershenfeld, N., Fab the coming revolution on your desktop - from personal computers to personal fabrication, Basic Books, 2007.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Micelli, S., Futuro artigiano l'innovazione nelle mani degli italiani, Marsilio Editore, 2011.</td>
</tr>
<tr>
<td></td>
<td>Anderson, C., La coda lunga. Da un mercato di massa a una massa di mercati, New York, Hyperion, 2006</td>
</tr>
<tr>
<td></td>
<td>Sennett, R., L'uomo artigiano, LaFeltrinelli, 2008</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supplementary readings</th>
<th>M1: Additonal cases from Harvard Business School case studies pack</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The full reading list will be presented at the beginning of the course</td>
</tr>
<tr>
<td>M2:</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td></td>
</tr>
<tr>
<td>Anderson C., <strong>Makers</strong> - il ritorno dei produttori, 2013, Rizzoli Etas</td>
<td></td>
</tr>
<tr>
<td>Thompson R., Prototyping and Low-volume Production, 2011, Thames and Hudson</td>
<td></td>
</tr>
</tbody>
</table>
### Syllabus

**Descrizione dell’insegnamento**

| Titolo dell’insegnamento | Imprenditorialità (modulare)  
M1 Fondamenti  
M2 Progettazione e sviluppo di nuovi prodotti |
|---------------------------|-----------------------------------------------|
| Codice dell’insegnamento | 27175  
27185 Erasmus – M1  
27186 Erasmus – M2 |
| Settore scientifico disciplinare dell’insegnamento | SECS-P/08 |
| Corso di studio | Master in imprenditorialità e innovazione |
| Semestre e anno accademico | M1 2.semestre – M2 1.semestre 2017-2018 |
| Anno dell’insegnamento | 1 |
| Crediti formativi | 14 (M1 8 CP + M2 6 CP) |
| Modulare | Yes |
| Numero totale di ore di lezione | 84 (M1 48 hours, M2 36 hours) |
| Frequenza | Modulo 1: consigliata ma non obbligatoria  
Modulo 2: frequenza obbligatoria (almeno 75% delle lezioni) |
| Insegnamenti propedeutici | non sono previste propedeuticità |
| Sito web dell’insegnamento | https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/ |
| Obiettivi formativi specifici dell’insegnamento | Questo insegnamento rientra tra le attività formative di caratterizzanti e, nello specifico, appartiene all’ambito disciplinare aziendale. |
| Modulo 1 | Fondamenti |
| Docente | Christian Lechner, office E301,  
Christian.Lechner@unibz.it, tel. 0471 013200,  
https://www.unibz.it/en/faculties/economics-management/academic-staff/ |
| **Settore scientifico disciplinare del docente** | SECS-P/08 |
| **Lingua ufficiale dell’insegnamento** | Inglese |
| **Orario di ricevimento** | https://www.unibz.it/en/timetable/?department=26&degree=12835 |

**Esercitatore**
None

**Collaboratore didattico**
None

**Orario di ricevimento**
24 ore

**Lista degli argomenti trattati**
- What is entrepreneurship?
- Business ideas
- Evaluation of entrepreneurial opportunities
- The link between entrepreneurial firm typologies and opportunities
- Technology opportunities in emerging markets
- Opportunities and markets
- Entry strategies
- Competitive strategies of entrepreneurial firms
- Resourcing the new venture
- Entrepreneurial networking and networks
- Growth strategies of entrepreneurial firms
- Managing growth

**Attività didattiche previste**
Lezioni, discussioni, progetti

**Modulo 2**
Progettazione e sviluppo di nuovi prodotti

**Docente**
Simone Simonelli
C106b
simone.simonelli@unibz.it
0471015264
http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=28558&hstf=28558

**Settore scientifico disciplinare del docente**
INF 01

**Lingua ufficiale dell’insegnamento**
Italiano

**Orario di ricevimento**
https://www.unibz.it/en/timetable/?department=26&degree=12835

**Esercitatore**
-

**Collaboratore didattico**
-

**Orario di ricevimento**
18 ore

**Lista degli argomenti trattati**
product design / digital fabrication / direct manufacturing / social manufacturing / industrial design / craft / technology and crafts/rapid prototyping / rapid manufacturing / digital design/computational design / 3D modelling
### Attività didattiche previste

Lezioni, esercitazioni, progetti,

### Risultati di apprendimento attesi

#### M1

Knowledge and understanding:
- Sufficient insight into entrepreneurs and entrepreneurial processes in order to:
  - Understand the role and challenges of an entrepreneur
  - Understand the difference between established firms and new ventures
  - Understand how to evaluate opportunities
  - Understand the strategies of new venture management
  - Understand the organizational challenges in launching a potentially fast growing firm

Applying knowledge and understanding:
- Identifying and evaluating opportunities for start-ups
- Developing a business model for start-ups
- Developing entry strategies for new ventures
- Developing requirements for an appropriate new venture team

#### M2

Knowledge and understanding:
- Understanding the different steps in the new product development process
- Knowledge about the role of customer-centric prototyping in the new product development process
- Understanding the interplay between resource constraints and new product development

Applying knowledge and understanding:
- Outlining a project plan for new product development
- Implementing the requirements for new product development in terms of resources needs
- Knowing how to coordinate the prototyping phase
- Developing design specification for new products

### Metodo d’esame

#### M1

Oral: project work presentation, intermediate written exam and final written exam.

#### M2: Orale e laboratorio: orale con domande di verifica e domande nuove con rielaborazione esperienza di laboratorio

### Lingua dell’esame

Tedesco (M1) – Italiano (M2)

### Criteri di misurazione e criteri di attribuzione del voto

90% Module evaluation, 10% Final exam.
### Bibliografia fondamentale

**M1:**
- Lecture Notes and selected chapters/readings/cases from:

**M2:**
- Gershenfeld, N., Fab the coming revolution on your desktop - from personal computers to personal fabrication, Basic Books, 2007.
- Micelli, S., Futuro artigiano l'innovazione nelle mani degli italiani, Marsilio Editore, 2011.
- Anderson, C., La coda lunga. Da un mercato di massa a una massa di mercati, New York, Hyperion, 2006
- Sennett, R., L'uomo artigiano, LaFeltrinelli, 2008

### Bibliografia consigliata

**M1:**
- Additional cases from Harvard Business School case studies pack
- The full reading list will be presented at the beginning of the course

**M2:**
- Anderson C., **Makers** - il ritorno dei produttori, 2013, Rizzoli
- Thompson R., Prototyping and Low-volume Production, 2011, Thames and Hudson