## 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 2017-2018</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>

| Total lecturing hours | 42                  |
| Total lab hours       | -                   |
| Total exercise hours  | 24                  |
| Attendance            | Obligatory          |
| 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

Not foreseen
### Teaching assistant
None

### 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.

<table>
<thead>
<tr>
<th><strong>Assessment language</strong></th>
<th>English</th>
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<tbody>
<tr>
<td><strong>Evaluation criteria and criteria for awarding marks</strong></td>
<td>10% Intermediate presentations</td>
</tr>
<tr>
<td></td>
<td>50% Written project work (business plan)</td>
</tr>
<tr>
<td></td>
<td>40% Oral presentations</td>
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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**