# 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 2018-2019 |
| 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/) |
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Scientific sector of the lecturer</td>
<td>SECS-P/08</td>
</tr>
<tr>
<td>Teaching language</td>
<td>German</td>
</tr>
<tr>
<td>Office hours</td>
<td><a href="https://www.unibz.it/en/timetable/?department=26&amp;degree=12835">https://www.unibz.it/en/timetable/?department=26&amp;degree=12835</a></td>
</tr>
<tr>
<td>Lecturing assistant</td>
<td>None</td>
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<td>Teaching assistant</td>
<td>None</td>
</tr>
<tr>
<td>Office hours</td>
<td>24 hours</td>
</tr>
</tbody>
</table>
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

Teaching format
Frontal lectures, case discussions & projects

Module 2
New Product Development

Lecturer
Simone Simonelli
C106b
simone.simonelli@unibz.it
0471015264
http://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
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 resources needs
- Knowing how to coordinate the prototyping phase
- Developing design specification for new products

**Assessment**

<table>
<thead>
<tr>
<th>M1</th>
<th>Oral: project work presentation, intermediate written exam and final written exam.</th>
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</thead>
<tbody>
<tr>
<td>M2</td>
<td>Oral and lab: oral exam with review questions, oral exam to test knowledge application skills, evaluation of results, final written exam.</td>
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</tbody>
</table>

**Assessment language**

- German (M1) – Italian (M2)

**Evaluation criteria and criteria for awarding marks**

- 90% Module evaluation, 10% Final exam.
- For non attending students: 100% specific exam.

**Required readings**

**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

**Supplementary readings**

**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 Etas |
| Thompson R., Prototyping and Low-volume Production, 2011, Thames and Hudson |
## 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/
<table>
<thead>
<tr>
<th>Settore scientifico disciplinare del docente</th>
<th>SECS-P/08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lingua ufficiale dell'insegnamento</td>
<td>Inglese</td>
</tr>
<tr>
<td>Orario di ricevimento</td>
<td><a href="https://www.unibz.it/en/timetable/?department=26&amp;degree=12835">Link</a></td>
</tr>
<tr>
<td>Esercitatore</td>
<td>None</td>
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<tr>
<td>Collaboratore didattico</td>
<td>None</td>
</tr>
<tr>
<td>Orario di ricevimento</td>
<td>24 ore</td>
</tr>
<tr>
<td>Lista degli argomenti trattati</td>
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**Attività didattiche previste**

Lezioni, discussioni, progetti

**Modulo 2**

Progettazione e sviluppo di nuovi prodotti

**Docente**

Simone Simonelli

C106b

simone.simonelli@unibz.it

0471015264

[Link](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**

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

**Esercitatore**

- 

**Collaboratore didattico**

- 

**Orario di ricevimento**

18 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**

Progettazione e sviluppo di nuovi prodotti

**Docente**

Simone Simonelli

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simone.simonelli@unibz.it

0471015264

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**Settore scientifico disciplinare del docente**

INF 01

**Lingua ufficiale dell'insegnamento**

Italiano

**Orario di ricevimento**

[Link](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

<table>
<thead>
<tr>
<th>Lezioni, esercitazioni, progetti,</th>
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</thead>
</table>

### 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

<table>
<thead>
<tr>
<th>M1</th>
<th>Oral: project work presentation, intermediate written exam and final written exam.</th>
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</thead>
<tbody>
<tr>
<td>M2</td>
<td>Orale e laboratorio: orale con domande di verifica e domande nuove con rielaborazione esperienza di laboratorio</td>
</tr>
</tbody>
</table>

### 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
- Etas
- Thompson R., Prototyping and Low-volume Production, 2011, Thames and Hudson