

Syllabus

Course description

Course title	Entrepreneurship B
Course code	27086
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	1 st and 2nd semester 2018-2019
Year	2
Credits	7
Modular	No

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	<p>The course refers to the typical educational activities and belongs to the scientific area of Entrepreneurship.</p> <p>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.</p>
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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	<ul style="list-style-type: none"> • Opportunity evaluation and selection • Customer validation and Pricing • Marketing plan • Finance plan • Business Model • Business Plan
Teaching format	Frontal lectures, labs & projects

Learning outcomes	<p><u>Knowledge and understanding:</u> 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.</p> <p><u>Applying knowledge and understanding:</u> 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.</p> <ul style="list-style-type: none"> • Opportunity evaluation and selection • Performing early customer validation • Developing a new venture road map • Developing a marketing plan and a pricing strategy • Developing a finance plan • Developing a business Model • Developing an equity procedure for the startup team • Developing a business plan <p><u>Making judgments:</u> Students will acquire experience in making judgements about business opportunities and their feasibility</p> <p><u>Communication skills</u> - students will develop communication skills for presenting project work</p> <p><u>Learning skills</u> - Dealing with uncertain outcomes, students will learn how to approach and validate their projects.</p>
Assessment	<ul style="list-style-type: none"> • Written and project work: written exam with review questions and written project report done in groups;

	<ul style="list-style-type: none"> • Oral presentation of the project work <p>The presence and participation at the lectures is obligatory; there is no assessment for non-attending students.</p> <p>Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.</p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>10% Intermediate presentations 50% Written project work (business plan) 40% Oral presentations</p> <p>Relevant for intermediate presentations:</p> <ul style="list-style-type: none"> - progress in integrating new content - mastery of language - ability to evaluate the state of the project - application of project to real world problems <p>Relevant for written work:</p> <ul style="list-style-type: none"> - 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 <p>Relevant for oral presentation:</p> <ul style="list-style-type: none"> - 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	Timmons, J., New Venture Creation, Entrepreneurship for the 21st Century, 5th edition, McGraw Hill, 1999.
Supplementary readings	Will be announced on a case basis