

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
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/
Specific educational objectives	<p>The course refers to the typical educational activities and belongs to the scientific area of Innovation and Entrepreneurship.</p> <p>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.</p> <p>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.</p>

Module 1	Foundations
Lecturer	Christian Lechner, office E301, Christian.Lechner@unibz.it, tel. 0471 013200, 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
Lecturing assistant	None
Teaching assistant	None
Office hours	24 hours

List of topics covered	<ul style="list-style-type: none"> • 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	<p>M1 <u>Knowledge and understanding:</u> Sufficient insight into entrepreneurs and entrepreneurial processes in order to:</p> <ul style="list-style-type: none"> • 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 <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> • 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 <p>M2 <u>Knowledge and understanding:</u></p>

	<ul style="list-style-type: none"> • 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 <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> • 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	<p>M1 Oral: project work presentation, intermediate written exam and final written exam.</p> <p>M2 Oral and lab: oral exam with review questions, oral exam to test knowledge application skills, evaluation of results, final written exam.</p>
Assessment language	German (M1) – Italian (M2)
Evaluation criteria and criteria for awarding marks	<ul style="list-style-type: none"> • 90% Module evaluation, 10% Final exam. • For non attending students: 100% specific exam.
Required readings	<p>M1:</p> <ul style="list-style-type: none"> • Lecture Notes and selected chapters/readings/cases from: • Stevenson, H., Grousbeck, I., and Roberts, M., <i>New Business Ventures and the Entrepreneur</i>, 5th edition, McGraw-Hill, 1998. • Sahlman, W., Stevenson, H., Robertson, M., and Bhidé, A., <i>The Entrepreneurial Venture</i>, 2nd edition, Harvard Business School press, 1999. • Timmons, J., <i>New Venture Creation, Entrepreneurship for the 21st Century</i>, 5th edition, McGraw Hill, 1999. • Bhidé, A., <i>The Origin and Evolution of New Businesses</i>, Oxford University Press, 2001. <p>M2:</p> <p>Gershenfeld, N., <i>Fab the coming revolution on your desktop - from personal computers to personal fabrication</i>, Basic Books, 2007.</p> <p>Micelli, S., <i>Futuro artigiano l'innovazione nelle mani degli italiani</i>, Marsilio Editore, 2011.</p> <p>Anderson, C., <i>La coda lunga. Da un mercato di massa a una massa di mercati</i>, New York, Hyperion, 2006</p> <p>Sennett, R., <i>L'uomo artigiano</i>, LaFeltrinelli, 2008</p>
Supplementary readings	<p>M1:</p> <ul style="list-style-type: none"> • Additional cases from Harvard Business School case studies pack • The full reading list will be presented at the beginning of the course <p>M2:</p>

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)
Numero totale di ore di laboratorio	-
Numero totale di ore di esercitazioni	-
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	<ul style="list-style-type: none"> • 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:
- Stevenson, H., Grousbeck, I., and Roberts, M., *New Business Ventures and the Entrepreneur*, 5th edition, McGraw-Hill, 1998.
- Sahlman, W., Stevenson, H., Robertson, M., and Bhide, A., *The Entrepreneurial Venture*, 2nd edition, Harvard Business School press, 1999.
- Timmons, J., *New Venture Creation, Entrepreneurship for the 21st Century*, 5th edition, McGraw Hill, 1999.
- Bhide, A., *The Origin and Evolution of New Businesses*, Oxford University Press, 2001.

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