

## Syllabus

### Course description

<b>Course title</b>	Entrepreneurship B LAB
<b>Course code</b>	27181
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Master Entrepreneurship and Innovation
<b>Semester and academic year</b>	1 <sup>st</sup> and 2nd semester 2019-2020
<b>Year</b>	2
<b>Credits</b>	7
<b>Modular</b>	No

<b>Total lecturing hours</b>	42
<b>Total lab hours</b>	-
<b>Total exercise hours</b>	24
<b>Attendance</b>	Obligatory
<b>Prerequisites</b>	This is the follow-up course of Entrepreneurship A, Entrepreneurship A is suggested in order to properly follow these lectures
<b>Course page</b>	<a href="http://www.unibz.it/en/economics/progs/master/entrepreneurship/courses/default.html">http://www.unibz.it/en/economics/progs/master/entrepreneurship/courses/default.html</a>

<b>Specific educational objectives</b>	<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>
--	---

<b>Lecturer</b>	Christian Lechner, office E301, Christian.Lechner@unibz.it, tel. 0471 013200, <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/738-christian-manfred-lechner">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/738-christian-manfred-lechner</a>
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	(nr 21) please refer to the lecturer's web page
<b>Lecturing assistant</b>	Not foreseen
<b>Teaching assistant</b>	None
<b>List of topics covered</b>	<ul style="list-style-type: none"> <li>• Opportunity evaluation and selection</li> <li>• Customer validation and Pricing</li> <li>• Marketing plan</li> <li>• Finance plan</li> <li>• Business Model</li> <li>• Business Plan</li> </ul>

<b>Teaching format</b>	Frontal lectures, labs & projects
<b>Learning outcomes</b>	<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"> <li>• Opportunity evaluation and selection</li> <li>• Performing early customer validation</li> <li>• Developing a new venture road map</li> <li>• Developing a marketing plan and a pricing strategy</li> <li>• Developing a finance plan</li> <li>• Developing a business Model</li> <li>• Developing an equity procedure for the startup team</li> <li>• Developing a business plan</li> </ul> <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>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Written and project work: written exam with review questions and written project report done in groups;</li> <li>• Oral presentation of the project work</li> </ul> <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>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<p>30% Intermediate presentations 40% Written project work (business plan) 30% Oral presentations</p> <p>Relevant for intermediate presentations: - progress in integrating new content</p>

	<ul style="list-style-type: none"> <li>- mastery of language</li> <li>- ability to evaluate the state of the project</li> <li>- application of project to real world problems</li> </ul> <p>Relevant for written work:</p> <ul style="list-style-type: none"> <li>- clarity of expression</li> <li>- mastery of language</li> <li>- logic and coherence (in terms of structure and arguments)</li> <li>- integration of the various topics</li> <li>- establish logical relationships between sub-topics</li> <li>- maturity of project and funding probability</li> </ul> <p>Relevant for oral presentation:</p> <ul style="list-style-type: none"> <li>- clarity of expression</li> <li>- mastery of language</li> <li>- logic and coherence (in terms of structure and arguments)</li> <li>- conveying key messages in a reduced format</li> <li>- attention getting</li> <li>- mastery of key concepts</li> </ul>
<b>Required readings</b>	Timmons, J., Adams, R., Spinelli, S., New Venture Creation, Entrepreneurship for the 21st Century, 10th edition, McGraw Hill, 2015.
<b>Supplementary readings</b>	Will be announced on a case basis