## Syllabus

### Course title
Entrepreneurship B LAB

### Course code
27181

### Scientific sector
SECS-P/08

### Degree
Master Entrepreneurship and Innovation

### Semester and academic year
1st and 2nd semester 2019-2020

### Year
2

### Credits
7

### Modular
No

<table>
<thead>
<tr>
<th>Total lecturing hours</th>
<th>42</th>
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<tbody>
<tr>
<td>Total lab hours</td>
<td>-</td>
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<tr>
<td>Total exercise hours</td>
<td>24</td>
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### 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

### 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
None

### Teaching assistant
None

### List of topics covered
- Opportunity evaluation and selection
- Customer validation and Pricing
- Marketing plan
- Finance plan
- Business Model
- Business Plan
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<tr>
<th><strong>Teaching format</strong></th>
<th>Frontal lectures, labs &amp; projects</th>
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| **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  
- 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  
**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 students.  
Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame. |
| **Assessment language** | English |
| **Evaluation criteria and criteria for awarding marks** | 30% Intermediate presentations  
40% Written project work (business plan)  
30% Oral presentations  
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

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<tbody>
<tr>
<td>Supplementary readings</td>
<td>Will be announced on a case basis</td>
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