

Syllabus

Course description

Course title	Foundations of Entrepreneurship
Course code	27235
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	1st semester 2019-2020
Year	1
Credits	9
Modular	No
Total lecturing hours	54
Total lab hours	-
Total exercise hours	-
Attendance	Highly recommended
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 intended 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> <p>As such the course gives theoretical insights about entrepreneurship as well as its application in practice.</p> <p>Please define whether the course gives a general overview of scientific contents or is designed for acquiring professional skills and knowledge.</p> <p>The educational objectives is to understand the differences between entrepreneurship and management in large corporation, to assess the attractiveness and feasibility of an opportunity and to put practically in place the first steps of the customer journey, i.e. validation the problem, solution, customer and testing customer hypotheses.</p>
Lecturer	Christian Lechner, office E301, Christian.Lechner@unibz.it, tel. 0471 013200, https://www.unibz.it/en/faculties/economics-management/academic-staff/person/738-christian-manfred-lechner
Scientific sector of the	SECS-P/08

lecturer	
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=12835
Lecturing assistant	None
Teaching assistant	None
Office hours	27 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
Learning outcomes	<p><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 • Perform customer validation • Developing a business model for start-ups • Developing entry strategies for new ventures • Developing requirements for an appropriate new venture team <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	<p>Oral: project work presentation; Written: Case study assessment and final written exam.</p>

Assessment language	English
Evaluation criteria and criteria for awarding marks	<ul style="list-style-type: none"> • 70% Course evaluation, 30% Final exam. • For non-attending students: 100% specific exam. <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	<ul style="list-style-type: none"> • Lecture Notes and selected chapters/readings/cases from: • Neck, N., Neck, P. and Murray, E., Entrepreneurship: The practice and mindset, 2018, Sage.
Supplementary readings	<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