### Syllabus

#### Course title
Entrepreneurship Lab – for Innovation projects

#### Course code
27247

#### Scientific sector
SECS-P/08

#### Degree
Master in Entrepreneurship and Innovation

#### Semester and academic year
1st+2nd semester, ay 2020-21

#### Year
2nd study year

#### Credits
7

#### Modular
No

#### Total lecturing hours
42

#### Total lab hours
0

#### Total exercise hours
21

#### Attendance
Obligatory

#### Prerequisites
not foreseen

#### Course page
https://www.unibz.it/de/faculties/economics-management/master-entrepreneurship-innovation/course-offering/?academicYear=2020

#### Specific educational objectives
The course refers to the typical educational activities and belongs to the scientific area of Business Administration.

The course is designed to help students to understand the importance of innovation in today's global economy and to develop a creative mind-set. The aim of the course is to introduce participants to a range of cutting-edge research methods, business strategies, structures and tools necessary to plan and successfully implement innovation projects. The course will operate as an Innovation Hub with a focus on thought-provoking trends research. Students will be able to transform theories and cutting-edge ideas into real-world sceneries and manage successful outcomes within companies.

#### Lecturer
Ivan Miroshnychenko (Dr.), ivan.miroshnychenko@unibz.it

#### Scientific sector of the lecturer
SECS-P/08

#### Teaching language
English

#### Office hours
(21 hours) please refer to the lecturer’s web page

#### Lecturing assistant
Rudi Tranquillini, office E3.10, rudi.tranquillini@unibz.it

#### Teaching assistant
Not foreseen

#### List of topics covered
- Innovation core: design-driven innovation,
<table>
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<tr>
<th>Technological innovation, innovation for sustainability, social innovation</th>
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<tr>
<td>Innovation and creativity</td>
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<td>The sources of innovation</td>
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<td>Innovative project management</td>
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<td>Innovation storytelling</td>
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<td>Innovation investment strategies</td>
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**Workshops:**
- Digital Innovation tools
- Industry 4.0
- Design thinking

**Teaching format**
Frontal lectures, labs & projects

<table>
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<th>Knowledge and competence:</th>
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<td>Know the basic concepts and definitions related to innovation project development</td>
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<td>Appreciate and understand techniques for developing creativity, researching new ideas, building an innovative project</td>
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**Applying knowledge and understanding:**
- Understand and recognize key innovation processes and challenges in an enterprise
- Apply theoretical concepts to develop an innovative project and to become an innovative entrepreneur

**Making judgments:**
- Developing a critical thinking, creative abilities and problem-solving competences
- Critically build and manage creative group work
- Strategically assess the network of stakeholders, obtain financing and credibility for innovation projects

**Communication skills:**
- Develop communication skills for presenting and discussing innovation projects
- Ability to communicate and negotiate with people with different professional experiences the project goals and potential outcomes

**Learning skills:**
- Ability to carry out innovation projects
- Develop and assess concepts related to innovation project management
- Dealing with uncertain outcomes, students will learn how to approach and validate innovation
| Assessment | • Project work (written): 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 timeframe. |
| Assessment language | English |
| Evaluation criteria and criteria for awarding marks | • 30% Intermediate presentations  
• 40% Written project work (innovation project)  
• 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 |
<p>| Required readings | A list of required readings will be made available online or linked to. |</p>
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<tr>
<th>Supplementary readings</th>
<th>Supplementary readings may be distributed and recommended to the students.</th>
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Subject Librarian: Kai Rasmus Becker, KaiRasmus.Becker@unibz.it