

**Syllabus**  
**Course description**

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| <b>Course title</b>      | <b>Innovation Managing and Start-up</b> |
| <b>Course code</b>       | 97113                                   |
| <b>Scientific sector</b> | SECS-P/08                               |
| <b>Degree</b>            | Bachelor in Design and Art (L-4)        |
| <b>Semester</b>          | Winter semester 2021/2022               |
| <b>Year</b>              | 2 <sup>nd</sup> and 3 <sup>rd</sup>     |
| <b>Credits</b>           | 8                                       |
| <b>Modular</b>           | No                                      |

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| <b>Total lecturing hours</b>   | 30                             |
| <b>Total hours of self-study and/ or other individual educational activities</b> | about 120                      |
| <b>Attendance</b>  | not compulsory but recommended |
| <b>Prerequisites</b>   | none                           |
| <b>Maximum number of students per class</b>                                      |                                |

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| <b>Course description</b>              | <p><i>The course belongs to the class "di base" in the curriculum in Design.</i></p> <p>Students learn to think and act entrepreneurially. They learn how business ideas and business models can emerge from product ideas and how these are iteratively developed. In particular, they learn to recognize the central role of the customer perspective. Moreover, they will discuss scientific entrepreneurship and innovation literature. As part of the course, they will develop and evaluate business ideas and models themselves. In doing so, they will learn how to analyze customer benefits and feasibility, and how to identify which financial factors are of particular importance. In addition, they will gain knowledge about leadership and management, especially in entrepreneurial, innovative and creative projects.</p> |
| <b>Specific educational objectives</b> | <p><b>Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>- Knowledge about entrepreneurial thinking and entrepreneurial behavior</li> <li>- Abilities for the development and evaluation of business ideas and business models</li> <li>- Experience with design thinking for entrepreneurship and innovation processes</li> <li>- Understanding of customer value and unique selling propositions</li> </ul>  |

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|  | <ul style="list-style-type: none"> <li>- Knowledge about resource acquisition and financial flows in start-ups</li> <li>- Abilities for leadership and management in innovation processes and start-ups</li> </ul> |
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| <b>Lecturer</b>                          | Dr. Sylvia Hubner,<br>e-mail: <a href="mailto:Sylvia.Hubner@unibz.it">Sylvia.Hubner@unibz.it</a><br>lecturer's website:<br><a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/44368-sylvia-veronique-hubner">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/44368-sylvia-veronique-hubner</a>   |
| <b>Scientific sector of the lecturer</b> | SECS-P/08  |
| <b>Teaching language</b>                 | English  |
| <b>Office hours</b>                      | Wednesday from 15 to 16  |
| <b>List of topics covered</b>            | <ul style="list-style-type: none"> <li>- Entrepreneurial thinking and entrepreneurial behavior</li> <li>- Development and evaluation of business ideas and business models</li> <li>- Design thinking in entrepreneurship and innovation processes</li> <li>- Customer value and unique selling propositions</li> <li>- Resource acquisition and financial flows in start-ups</li> <li>- Leadership and management in innovation processes and in start-ups</li> </ul> |
| <b>Teaching format</b>                   | Frontal lectures, exercises, project work  |

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| <b>Expected learning outcomes</b> | <p><b>Disciplinary competence</b></p> <p><i>Knowledge and understanding</i><br/>Students will know and understand what business ideas and business models are and why they matter. They will also know the specifics of leadership and management in entrepreneurial, innovative and creative projects. They will develop innovation skills and an understanding of the customer perspective.</p> <p><i>Applying knowledge and understanding</i><br/>Students will be able to develop and evaluate a business idea and business model. They will be able to identify customer benefits and unique selling propositions, and examine feasibility and financial factors.</p> <p>In the context of the business model development, students apply their knowledge regarding the design of virtual and/or physical prototypes, illustrations, and promotional materials. In addition, they apply their knowledge of UX design and usability.</p> <p><b>Transversal competence and soft skills</b></p> |
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|  | <p><i>Making judgements</i><br/>Students will know and be able to apply methods for analyzing business ideas and models. They will be able to judge, based on an analysis, whether an entrepreneurial project is promising.</p> <p><i>Communication skills</i><br/>Students will be able to convincingly present their own business model and be able to communicate and critically discuss their business decisions.</p> <p><i>Learning skills</i><br/>Students will acquire knowledge and tools that they can use in entrepreneurial learning processes in the context of start-up projects and in innovation projects.</p> |
| <b>Assessment</b>  | <p>Oral presentation with discussion questions and written paper.<br/><i>The assessment mode is the same for both attending and non-attending students.</i></p>   |
| <b>Assessment language</b>                                 | The same as the teaching language   |
| <b>Evaluation criteria and criteria for awarding marks</b> | <p>The final assessment is based on the content of all the exercises according to the following criteria:</p> <p>The oral exam (50%) tests knowledge application and communication, clarity of answers, ability to summarize, and establish relationships between topics.</p> <p>The written exam (50%) tests application of the acquired knowledge, judgements based on the acquired knowledge, and the ability to evaluate and synthesize.</p>  |
| <b>Required readings</b>                                   | Neck, N., Neck, P. and Murray, E., <i>Entrepreneurship: The practice and mindset</i> , 2018, Sage   |
| <b>Supplementary readings</b>                              | Additional articles will be announced during the course.  |