

Syllabus
Course description

Course title	Innovation Management and Start-up
Course code	97113
Scientific sector	SECS-P/08
Degree	Bachelor in Design and Art (L-4)
Semester	Winter semester 2022/23
Year	2 nd , 3 rd
Credits	8
Modular	No

Total lecturing hours	30
Total hours of self-study and/ or other individual educational activities	about 170
Attendance	not compulsory but recommended
Prerequisites	none
Maximum number of students per class	

Course description	<p><i>The course belongs to the class "caratterizzante" in both major in Design and in Art.</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>
Specific educational objectives	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> - have acquired a solid cultural heritage in which technical and media skills are combined with theoretical reflection, a necessary prerequisite for approaching the complex phenomena of today's society with awareness and being prepared to act as active participants. - have acquired the ability to grasp and analyse contemporary cultural and social phenomena that characterise design and art.

Lecturer	Sylvia Veronique Hubner office I3.07, e-mail: Sylvia.Hubner@unibz.it, webpage: https://www.unibz.it/en/faculties/economics-management/academic-staff/person/44368-sylvia-veronique-hubner
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	See course calendar
List of topics covered	<ul style="list-style-type: none"> - Entrepreneurial thinking and entrepreneurial behavior - Development and evaluation of business ideas and business models - Design thinking in entrepreneurship and innovation processes - Customer value and unique selling propositions - Resource acquisition and financial flows in start-ups - Leadership and management in innovation processes and in start-ups
Teaching format	Frontal lectures, exercises, project work
Expected learning outcomes	<p>Disciplinary competence</p> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> - have acquired the basic knowledge to be able to turn a critical eye to their own work and to deal with contemporary complexity - have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in scientific and theoretical subjects. - 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><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> - recognise the main phenomena of contemporary society, to observe them critically, also from an ethical and social point of view, and to elaborate appropriate solutions at the level of a design proposal/response. - make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme in the field of design and to develop them further. - 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

	<p>propositions, and examine feasibility and financial factors.</p> <ul style="list-style-type: none"> - 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>Transversal competence and soft skills</p> <p><i>Making judgements</i></p> <ul style="list-style-type: none"> - be able to make independent judgements, both in the critical evaluation of their own work and in their ability to use the right interpretative tools in those contexts in which they will work professionally in design and/or continue their studies, also considering ethical and social aspects. - 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><i>Communication skills</i></p> <ul style="list-style-type: none"> - to professionally communicate and substantiate their own decisions and justify them from a theoretical point of view. - students will be able to convincingly present their own business model and be able to communicate and critically discuss their business decisions. <p><i>Learning skills</i></p> <ul style="list-style-type: none"> - have acquired basic knowledge in theoretical subjects as well as a study methodology suitable for continuing studies with a Master's degree programme. - 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.
--	---

Assessment	<p>Oral presentation with discussion questions and written paper. <i>The assessment mode is the same for both attending and non-attending students.</i></p>
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<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,</p>

	<p>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>
Required readings	Neck, N., Neck, P. and Murray, E., Entrepreneurship: The practice and mindset, 2018, Sage
Supplementary readings	Additional articles will be announced during the course.