

Syllabus
Course description

Course title	Foundations of Entrepreneurship
Course code	25557
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	1st semester, ay 2024-2025
Year	1
Credits	8
Modular	No
Total lecturing hours	48
Total lab hours	-
Total exercise hours	-
Attendance	Mandatory 75%
Prerequisites	not foreseen
Course page	Course Offering - enrolled from 2022 / Free University of Bozen-Bolzano (unibz.it)
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 its (performance) outcomes, starting from the creation of an entrepreneurial organization over its growth phase (and related problems) up to the point of potential necessary strategic renewal/business model reconfiguration.</p> <p>The course is intended to the development of skills and knowledge about design and entrepreneurial process by stimulating competences in judging entrepreneurial ideas leading to entrepreneurial behavior.</p> <p>As such, the course gives theoretical insights about entrepreneurship as well as its application in practice.</p> <p>The educational objectives is to understand the differences between entrepreneurship and management in large corporations, 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	<p>Sascha Kraus (Prof. Dr. Dr.) Homepage: https://www.unibz.it/en/faculties/economics-management/academic-staff/person/41672-sascha-kraus e-mail: sascha.kraus@unibz.it</p>
Scientific sector of the lecturer	SECS-P/08

Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=12835
Lecturing assistant	None
Teaching assistant	None
Office hours	24 hours
List of topics covered	<ul style="list-style-type: none"> • What is entrepreneurship? (new venture creation, SME management, entrepreneurial orientation, entrepreneurial mindset, opportunity recognition, exploration vs. exploitation). • Building Blocks of Entrepreneurship (definitions, general frameworks, differences between Start-Up & Corporate Entrepreneurship, the process of entrepreneurship, forms of entrepreneurship etc.). • Entrepreneurial Strategy (e.g., personality of corporate entrepreneurs, motivations for entrepreneurial behavior, the intersection between strategy and entrepreneurship, elements and development of an entrepreneurial culture, market entry strategies, innovation strategies, internationalization strategies). • Growth in business development [phase models of business development, rapid growth as critical development phase of young enterprises, growing pains, growth strategies of young enterprises (internal and external growth, scaling, duplicating and granulating as strategic options, change of strategic options in the growth process, strategic alliances]. • Entrepreneurial networking/networks • Entrepreneurial teams • Business ideas and business models
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 most important influencing factors for taking entrepreneurial decisions in either new or established enterprises. • 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 • 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</p>

	<p>business opportunities and their feasibility</p> <p><u>Communication skills</u> In addition to subject-specific content, students gain awareness of an appreciative, dialogue-oriented conversation style, train listening skills, and learn to formulate clear messages. The ability to facilitate group processes and present group results is also strengthened.</p> <p><u>Learning skills</u></p> <ul style="list-style-type: none"> • Developing an awareness for organizational and individual learning processes and their prerequisites. • Developing a mindset of proactivity, curiosity and reflection ability. • Dealing with uncertain outcomes, students will learn how to approach and validate their projects.
Assessment	<p>Oral: Group project work presentation (70%). Written: Written assignment to be handed in by a specified deadline (30%).</p> <p>No exam for non-attending students.</p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>The reference of the assessment is the topics covered, expected learning outcomes and the educational goals of this syllabus, and will cover e.g. the basic knowledge of central definitions and terms in connection with important theories, concepts and methods of entrepreneurship and the application of basic methods, instruments and tools.</p> <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"> • Schaper, M., & Volery, T. (2007). Entrepreneurship and Small Business. 2nd Pacific Rim Edition. Australia: Wiley. • Bygrave, W. & Zacharakis, A. (2008). Entrepreneurship. Hoboken, NJ: Wiley. • Morris, M.H., Kuratko, D. Fl. & Covin, J.G. (2007). Corporate

	<p>Entrepreneurship and Innovation. Entrepreneurial Development within Organisations (2nd ed.). Mason: Thomson Higher Education.</p> <ul style="list-style-type: none"> • Ferreira, J. J., Fernandes, C. I., & Kraus, S. (2019). Entrepreneurship research: Mapping intellectual structures and research trends. <i>Review of Managerial Science</i>, 13(1), 181-205.
<p>Supplementary readings</p>	<p>Additional academic texts and cases to be presented at the beginning of/during the course.</p>