

## Syllabus

### Course description

<b>Course title</b>	Project LAB start-up
<b>Course code</b>	25575 (27246 for students enrolled before 2022)
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Master in Entrepreneurship and Innovation
<b>Semester and academic year</b>	2nd semester, ay 2024/25
<b>Year</b>	2nd study year
<b>Credits</b>	6 (7 for students enrolled before 2022)
<b>Modular</b>	No

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	6
<b>Attendance</b>	Obligatory (at least 75% of all hours are attended)
<b>Prerequisites</b>	The Course "Foundations of Entrepreneurship" is required in order to properly follow these lectures.
<b>Course page</b>	<a href="#">Course Offering - enrolled before 2022 / Free University of Bozen-Bolzano (unibz.it)</a>

<b>Specific educational objectives</b>	<p>The course refers to the typical educational activities chosen by the student and belongs to the scientific area of Business Administration.</p> <p>It is a capstone course for competence development, in which the knowledge and skills acquired in the various courses are pooled using problem solving based learning to analyse real situations and develop an action plan for starting a new venture including a business plan, the application for an accelerator program and/or a pitch deck for investors.</p>
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<b>Lecturers</b>	Christoph STÖCKMANN, office E3.09, e-mail: Christoph.Stoeckmann@unibz.it Thomas MARAN, office tba, e-mail: Thomas.Maran@unibz.it
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	please refer to the lecturer's web page
<b>Lecturing assistant</b>	Not foreseen
<b>Teaching assistant</b>	Not foreseen
<b>List of topics covered</b>	<ul style="list-style-type: none"> <li>• Opportunity evaluation and selection</li> <li>• Customer validation and Pricing</li> <li>• Marketing plan</li> <li>• Finance plan</li> <li>• Business Model</li> </ul>

	<ul style="list-style-type: none"> <li>• Business Plan</li> <li>• Applying to an accelerator programme</li> </ul>
<b>Teaching format</b>	Frontal lectures, labs & projects.
<b>Learning outcomes</b>	<p><u>Knowledge and understanding:</u> Acquiring knowledge about the typical milestones in the new venture development, pricing techniques, marketing and finance of new ventures and the essential elements of a business plan.</p> <p><u>Applying knowledge and understanding:</u> Apply the theoretical entrepreneurial concepts and to develop a business plan creating the awareness of the difficulties of the start-up process and developing necessary planning competences for launching a new venture.</p> <ul style="list-style-type: none"> <li>• Opportunity evaluation and selection</li> <li>• Performing early customer validation</li> <li>• Developing a new venture road map</li> <li>• Developing a marketing plan and a pricing strategy</li> </ul> <ul style="list-style-type: none"> <li>• Developing a finance plan</li> <li>• Developing a business Model</li> <li>• Developing an equity procedure for the startup team</li> <li>• Developing a business plan</li> <li>• Finish the application for an accelerator programme</li> </ul> <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>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Project work (written): written project report done in groups;</li> <li>• Oral presentation of the project work</li> </ul> <p>The presence and participation at the lectures is</p>

	<p>obligatory; there is no assessment for non-attending students.</p> <p>Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.</p>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<ul style="list-style-type: none"> <li>• 30% Intermediate presentations</li> <li>• 40% Written project work (business plan)</li> <li>• 30% Oral presentations</li> </ul> <p>Relevant for intermediate presentations:</p> <ul style="list-style-type: none"> <li>• progress in integrating new content</li> <li>• mastery of language</li> <li>• ability to evaluate the state of the project</li> <li>• application of project to real world problems</li> </ul> <p>Relevant for written work:</p> <ul style="list-style-type: none"> <li>• clarity of expression</li> <li>• mastery of language</li> <li>• logic and coherence (in terms of structure and arguments)</li> <li>• integration of the various topics</li> <li>• establish logical relationships between sub-topics</li> <li>• maturity of project and funding probability</li> </ul> <p>Relevant for oral presentation:</p> <ul style="list-style-type: none"> <li>• clarity of expression</li> <li>• mastery of language</li> <li>• logic and coherence (in terms of structure and arguments)</li> <li>• conveying key messages in a reduced format</li> <li>• attention getting</li> <li>• mastery of key concepts</li> </ul>
<b>Required readings</b>	<ul style="list-style-type: none"> <li>• Timmons, J., Adams, R., Spinelli, S., New Venture Creation, Entrepreneurship for the 21st Century, 10th edition, McGraw Hill, 2015</li> </ul>
<b>Supplementary readings</b>	<ul style="list-style-type: none"> <li>• Will be announced on a case basis</li> </ul>