

Syllabus
Course description

Course title	Foundations of Entrepreneurship
Course code	25557
Scientific sector	ECON-07/A (former SECS-P/08)
Degree	Master Entrepreneurship and Innovation
Semester and academic year	1st semester, ay 2025-2026
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 2025 / Free University of Bozen-Bolzano
Specific educational objectives	<p>The course provides a comprehensive, research-based and practice-oriented introduction to entrepreneurship. It develops students' understanding of the entrepreneurial process, from recognizing opportunities to creating and shaping viable business models. Students explore how ideas are tested, evaluated, and refined in iterative processes. While the course emphasizes new venture creation, it also broadens the perspective by highlighting the relevance of entrepreneurial thinking within existing organizations, whether in early growth phases or during later strategic renewal. The course fosters the development of key competencies such as entrepreneurial decision-making, resourcefulness in constrained settings, and the ability to navigate uncertainty. By engaging with academic literature, case studies, and hands-on activities, students cultivate a mindset that enables them to act entrepreneurially and respond effectively to complex challenges. Ultimately, the course prepares students to identify and seize opportunities in an ever-changing environment</p>

Lecturer	Prof. Christoph Stöckmann
Scientific sector of the lecturer	ECON-07/A (former 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? Definitions, types, and the entrepreneurial mindset

	<ul style="list-style-type: none"> • Core theories and frameworks in entrepreneurship • Entrepreneurs and entrepreneurial teams: roles, dynamics, and leadership • Opportunity recognition, evaluation, and development • Entrepreneurial decision-making and judgment under uncertainty • Business model design, validation, and iteration • Growth and scaling strategies in venture development • Entrepreneurial ecosystems and networks • Entrepreneurship within existing organizations and strategic renewal
Teaching format	Frontal lectures, case discussions & projects
Learning outcomes	<p>Knowledge and understanding: Students will gain a solid understanding of what entrepreneurship entails, including its various forms such as new venture creation, corporate entrepreneurship, and strategic renewal. They will be familiar with core theories, frameworks, and current debates in the field, and understand key concepts such as opportunity recognition, entrepreneurial decision-making, and business model development.</p> <p>Applying knowledge and understanding: Students will be able to apply entrepreneurial concepts and tools to analyze and develop business ideas and models. They will learn to evaluate opportunities, make decisions under uncertainty, and iterate solutions through experimentation. They will also be able to assess growth strategies and apply entrepreneurial thinking within different organizational contexts.</p> <p>Making judgments: Students will be able to critically assess entrepreneurial opportunities and strategies using theoretical and practical approaches. They will develop the ability to judge the viability of business models and ventures, and reflect on the implications of entrepreneurial action in diverse environments.</p> <p>Communication skills: Students will be able to clearly articulate entrepreneurial ideas, strategies, and decisions. They will learn to present and defend business models and venture concepts in both written and oral formats, and engage in constructive dialogue within entrepreneurial teams and networks.</p> <p>Learning skills: Students will acquire the ability to independently and collaboratively engage in entrepreneurial learning processes. They will be equipped to continue developing their skills and knowledge in dynamic, uncertain, and innovation-driven environments.</p>
Assessment	<p>Oral: Group project work presentation (70%).</p> <p>Written: Written assignment to be handed in by a specified deadline (30%).</p>

	No exam for non-attending students.
Assessment language Evaluation criteria and criteria for awarding marks	<p>English</p> <p>Assessment is based on the topics covered, the expected learning outcomes, and the educational objectives outlined in this syllabus. Students will be evaluated on their ability to demonstrate both theoretical understanding and practical application of key concepts in entrepreneurship.</p> <p>Group project presentation (70%): This component assesses students' ability to apply entrepreneurial knowledge in a collaborative setting. Evaluation criteria include the clarity and coherence of the business concept, logical structure and argumentation, integration of course topics, and the ability to establish meaningful connections between theory and practice. Communication skills are also assessed, including the ability to present ideas convincingly, respond to questions, and engage in critical discussion.</p> <p>Written assignment (30%): This component evaluates individual understanding and analytical depth. Students are expected to demonstrate familiarity with key frameworks and methods while critically engaging with entrepreneurial thinking. The assignment will be assessed based on the clarity of expression, logical consistency, integration of course content, and the ability to make informed judgments based on acquired knowledge.</p> <p>Both components aim to measure students' progress in developing entrepreneurial competencies, critical thinking, and reflective learning.</p>
Required readings	<ul style="list-style-type: none"> • Mazzarol, T., & Reboud, S. (2020): Entrepreneurship and Innovation: Theory, Practice and Context. 4th edition. Springer Nature. • Zacharakis, A., Corbett, A.C., & Bygrave, W.D. (2019): Entrepreneurship, 5th edition. Wiley.
Supplementary readings	Additional academic texts and cases to be presented at the beginning of/during the course.