

Syllabus

Course description

Course title	Project LAB start-up
Course code	25575 (27246 for students enrolled before 2022)
Scientific sector	ECON-07/A (former SECS-P/08)
Degree	Master in Entrepreneurship and Innovation
Semester and academic year	1st and 2nd semester, ay 2025/26
Year	2nd study year
Credits	6 (7 for students enrolled before 2022)
Modular	No

Total lecturing hours	36
Total lab hours	0
Total exercise hours	6
Attendance	Obligatory (at least 75% of all hours are attended)
Prerequisites	The Course "Foundations of Entrepreneurship" is required in order to properly follow these lectures.
Course page	Course Offering - Enrolled before 2025 / Free University of Bozen-Bolzano

Specific educational objectives	<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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Lecturers	Christoph STÖCKMANN, office E3.09, e-mail: Christoph.Stoeckmann@unibz.it Thomas MARAN, e-mail: Thomas.Maran@unibz.it
Scientific sector of the lecturer	ECON-07/A (former SECS-P/08)
Teaching language	English
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
List of topics covered	<ul style="list-style-type: none"> • Opportunity Evaluation and Selection. Students learn to identify and assess market opportunities based on evidence, feasibility, and strategic fit. <i>What distinguishes a promising idea from a passing trend?</i> • Customer Validation and Pricing. Participants engage in real-world testing to validate customer

	<p>needs and define pricing strategies that reflect value perception. <i>Have you listened closely enough to build what people truly need—and will pay for?</i></p> <ul style="list-style-type: none"> • Marketing Plan. The module covers lean marketing approaches for early-stage ventures, focusing on positioning, messaging, and channel selection. <i>Can your message cut through the noise—and reach the right audience?</i> • Finance Plan. Students design a basic financial model to estimate costs, revenues, and key performance indicators. <i>Do your numbers tell a story that investors will believe in?</i> • Business Model. This unit explores business model design tools (e.g., Business Model Canvas) to define how ventures create, deliver, and capture value. <i>Who benefits from your solution—and why now?</i> • Business Plan. Students learn how to synthesize their concept into a coherent, compelling business plan aimed at partners or funding institutions. <i>Can you turn your vision into a convincing narrative?</i> • Applying to an Accelerator Programme. Participants gain insight into application processes and how to communicate traction, potential, and team strength effectively. <i>What makes your venture stand out from the crowd?</i>
<p>Teaching format</p>	<p>Frontal lectures, labs & projects.</p>
<p>Learning outcomes</p>	<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"> • Opportunity evaluation and selection • Performing early customer validation • Developing a new venture road map • Developing a marketing plan and a pricing strategy • Developing a finance plan • Developing a business Model • Developing an equity procedure for the startup team • Developing a business plan

	<ul style="list-style-type: none"> • Finish the application for an accelerator programme <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>
<p>Assessment</p>	<ul style="list-style-type: none"> • Project work (written): written project report done in groups; • Oral presentation of the project work <p>The presence and participation at the lectures is 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>
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<ul style="list-style-type: none"> • 30% Intermediate presentations • 40% Written project work (business plan) • 30% Oral presentations <p>Relevant for intermediate presentations:</p> <ul style="list-style-type: none"> • progress in integrating new content • mastery of language • ability to evaluate the state of the project • application of project to real world problems <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

	<ul style="list-style-type: none"> • 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
<p>Required readings</p>	<ul style="list-style-type: none"> • Aulet, B. (2013). <i>Disciplined entrepreneurship : 24 steps to a successful startup</i>. John Wiley & Sons • Bland, D. J., Osterwalder, A., Smith, A., & Papadakos, T. (2020). <i>Testing business ideas</i>. John Wiley & Sons • Gruber, M. & Tal, S. (2017). <i>Where to play: 3 steps for discovering your most valuable market opportunities</i>. Pearson. • Osterwalder, A., & Pigneur, Y. (2010). <i>Business model generation</i>. John Wiley & Sons. • Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2015). <i>Value Proposition Design: How to Create Products and Services Customers</i> Wiley. • Timmons, J., Adams, R., & Spinelli, S. (2015). <i>New Venture Creation, Entrepreneurship for the 21st Century</i>. McGraw Hill.
<p>Supplementary readings</p>	<ul style="list-style-type: none"> • Will be announced on a case basis