

# Entrepreneurship

A.Y. 2022-2023

By Guido Bortoluzzi

## Course Syllabus

Course code in TEAMS: 4nk953r



# Entrepreneurship

**Credits:** 6-9 ECTS

**COURSE INSTRUCTOR – Guido Bortoluzzi**

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**Office hours:** by appointment

I am an Associate Professor of Management at the University of Trieste (Italy) and Core Faculty member at MIB Trieste School of Management. I am the coordinator of the PhD Programme in Circular Economy and co-founder of the Spin Off VisionQub.It.

I have been visiting lecturer in several international Universities, including the University of Northern Colorado (Greeley, U.S.) and the ISM University of Economics and Business (Vilnius, LT). My research interests include innovation management, Start-Ups, Business Models; Internationalization Strategy. I have published the results of my research in many scientific journals, including Harvard Business Review (German ed.), Technovation, Journal of Business Research, International Marketing Review, Journal of International Management, Management Decision, European Management Journal., European Journal of Innovation Management, and others.

# Course objectives

- The main aim of the course is to focus on how wannabe entrepreneurs and start-ups should plan, organize and manage activities in order to successfully launch their new ventures
- After clarifying what entrepreneurship *is* (Chapter 1), the course will focus on four main topics:
  - Developing successful business ideas (Chapters 2, 3)
  - *Developing a consistent business model (Slide on Business Model Canvas)*
  - Writing a business plan (Chapter 6) and assessing the financial strength (Chapter 8)
  - Moving from an Idea to an Entrepreneurial firm (Chapters 9, 10, 14)

# Learning outcomes

Course learning outcomes (CLO)	Assessment methods
<b>CLO1. KNOWLEDGE AND UNDERSTANDING.</b> Students will learn the basic concepts of entrepreneurship and business model innovation, by mixing up theory and practice and by being exposed to real cases of successful start-ups.	EXAM
<b>CLO2. APPLYING KNOWLEDGE AND UNDERSTANDING.</b> By the end of the course, students will be able to comprehend and analyze an entrepreneurial process and to understand the main building blocks composing a business model.	EXAM
<b>CLO3. MAKING JUDGMENTS.</b> By the end of the course, students will become sophisticated analyzers of start-up firms able to articulate their own opinions on the consistency of a business model.	WORK GROUP
<b>CLO4. COMMUNICATION SKILLS.</b> By the end of the course, students will be able to describe and criticize a business model and to pitch and entrepreneurial idea of their own.	WORK GROUP
<b>CLO5. LEARNING SKILLS.</b> By the end of the course, students will have developed critical thinking abilities which are essential to the understanding of more complex texts and issues.	EXAM AND WORK GROUP

# Schedule of the course, Moodle structure

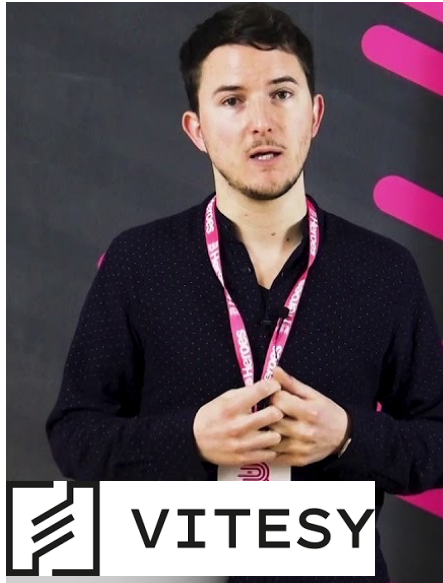
- You can find it in [Moodle](#)
- Could be subject to changes according to guests' availability. All modifications will be communicated through the Moodle platform (but you must be «enrolled» in the course to receive updates. **So, do it asap**).
- Feel free to suggest new **readings** to share
- Feel free to suggest new **guests** to invite to class

# Our guests

Lorenzo Mosenich



Paolo Ganis



Tommaso Pedicchio



Lisandro Espindola



Daniele Angeli

Giovanni Spinelli



Andrea Virgilio

# Our speakers



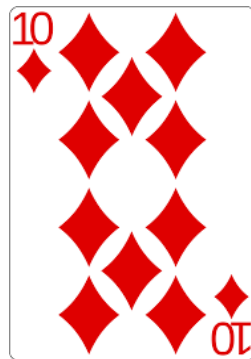
Riccardo Mazzolo



Aleš Pustovrh



Carlo Asquini



The 10 diamonds  
method for  
Design Thinking



# THE CO-LECTURERS OF THIS COURSE



GIORGIO  
VALENTINUZ  
(Ch. 8 and  
financial  
simulation)



GRAZIA  
GARLATTI  
COSTA  
(Ch.9  
Building the  
New Venture  
Team)



MARCO  
BALZANO  
(Ch. 14  
entrepreneur  
ial growth)



# Individual work, group work and assessment (attending students only)

6 CFU	WEIGHT ON FINAL GRADE
Group Work	30%
Final (Written) Exam	70%

9 CFU	WEIGHT ON FINAL GRADE
Group Work	30%
Final (Written) Exam (“long” version)	70%

**The lecturer will provide up to 2 points to those students that will contribute to the success of the course with regular attendance, proactive participation to class discussions and group activities**

# Attending students: final exam

Final Exam (attending students only\*)

A mix of multiple-choice and open questions. Study material:

- Notes & Slides (mostly)
- The “longer” part is related to the BM Canvas topic

\*Students belonging to a group are considered “attending” per definition. However, it is possible to lose the status of “attending” student in case of poor participation to groups activities

# Non attending students: final exam



Non attending students:

Written exam (text-book only); Selected text-book chapters: 1, 2, 3, 6, 8, 9, 10, 14

Students in the need of 9 CFU/ECTS will have to study also Part 1 of the book: Osterwalder A., Pigneur Y., Business Model Generation. John Wiley & Sons

# FORMING THE GROUPS

- Groups will be formed by 4 – 5 people.
- They will be mixed (management & engineering & erasmus)
- Groups will need a NAME and a TEAM LEADER.
- The TEAM LEADER will send to the lecturer the list of the team-members in a .xls file (the FORMAT is already in MOODLE)

# FORMAT

## THE SHARKS

NAME	SURNAME	POSITION	EMAIL
MARIO	LUIGI	TEAM LEADER	<a href="mailto:mario.luigi@gmail.com">mario.luigi@gmail.com</a>
PATRICIA	URQUIOLA	COMPONENT	<a href="mailto:patricia.urquiola@yahoo.es">patricia.urquiola@yahoo.es</a>
JEORGE	AMADO	COMPONENT	<a href="mailto:jamado@hotmail.com">jamado@hotmail.com</a>
ERIK	JOHANSSON	COMPONENT	<a href="mailto:erik92@me.com">erik92@me.com</a>
ERIKA	TOCHER	COMPONENT	<a href="mailto:etocher@hotmail.de">etocher@hotmail.de</a>

**READY TO START (UP)**

