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## IB/MG370 – Entrepreneurship Lab: Creating a New Business

Prof. ALISA SYDOW

### COURSE DESCRIPTION

*"The true Entrepreneur is a doer, not a dreamer." Nolan Bushnell*

In this course, students are not expected to learn what entrepreneurship is – rather – they are expected to become entrepreneurs.

The first classes will be dedicated to the design process in order to come up with real opportunities and business ideas which will be selected as entrepreneurial project to be realized by the end of the lab. Over the course, students will be divided in teams, each focusing on a selected business idea. It follows that the successful launch of the business will be depending on individual responsibility toward the rest of the team.

Class hours will be an opportunity for each group to gain basic knowledge regarding the development of a business model. Groups will have also the chance to synthesize ideas and information about the business model gathered during outside class hours and present it to the other teams. Occasionally, we could have guest speakers with specific knowledge and experience about the industries we will be working in to get precious insights and feedback to the group projects.

The main goals of the course are:

- making practical experience about being an entrepreneur;
- learning how to design a test a business model;
- learning how to cope with traditional entrepreneurial trade-offs;
- considering entrepreneurship as a real option for your future;
- getting experience about a typical Italian industry.

### PREREQUISITES

The entrepreneurship lab requires students having:

- interest and passion in entrepreneurship;
- being highly motivated in the project, spending a significant amount of time for outside class activities.

### METHOD OF TEACHING

Lab (30 in-class hours)



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## COURSE REQUIREMENTS

- Students are expected to regularly attend class sessions and to actively take part in class debates and case discussions;
- Each team is expected to deliver the task assigned before each class;
- Each team is expected to update other groups with regard to improvements, issues and solutions arisen over the outside class weekly activities.

## CREDITS

6 ECTS

## GRADING

Attendance and class participation	30 % of final grade
Final project presentation	40 % of final grade
Final exam	30 % of final grade

## COURSE READINGS AND MATERIALS

Readings will be handed over by the professor after each class.

## INSTRUCTOR BIO

**Alisa Sydow** is a Postdoctoral researcher at Università Cattolica del Sacro Cuore (Milan, Italy) and a Research Assistant at Cass Business School (London, UK). She did her PhD program in Management and Innovation at Università Cattolica, Milan. She is actively involved as a researcher at ALTIS, the Graduate School of Business and Society, and the foundation E4Impact ([www.e4impact.org](http://www.e4impact.org)) at the same university. She has been visiting scholar at the Cass Business School (London), IAE Business School (Buenos Aires). Moreover, she has founded her own business Nampelka GmbH in 2017.

**Website:** [www.alisasydow.com](http://www.alisasydow.com)

## E-MAIL ADDRESS

[Alisa.sydow@unicatt.it](mailto:Alisa.sydow@unicatt.it)