UNIVERSITÀ CATTOLICA del Sacro Cuore

SUMMER 2024

COURSE NAME: Strategic Management and Entrepreneurship

Prof. Flavia Cau

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	**JUNE 10**	**JUNE 11**	**JUNE 12**	**JUNE 13**	**JUNE 14**	**JUNE 15**	**JUNE 16**
	9:30 – 12:00 Orientation session 13.30 – 17.30 Introduction to the course: what is entrepreneurship	9.00 – 13.00 Tools to recognize a business opportunity	9.00 – 13.00 Business model	9.00 – 13.00 VISIT TBD 13.30 – 17.30 VISIT TBD	No class	FREE	FREE
Week 2	**JUNE 17**	**JUNE 18**	**JUNE19**	**JUNE 20**	**JUNE 21**	**JUNE 22**	**JUNE 23**
	9.00 – 13.00 Global trends and innovation 13.30 – 17.30 Social entrepreneurship	9.00 – 13.00 Blue Ocean Strategy + Positioning Map	9.00 – 13.00 Customer development process and market research	9.00 – 13.00 VISIT PIRELLI	9.00 – 13.00 Final presentations	FREE	FREE