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CATTOLICA  
del Sacro Cuore

## Entrepreneurship

PROF. BENEDETTO CANNATELLI

### Course aims and intended learning outcomes

Entrepreneurship is gaining increasing relevance within the business community as a process creating value for a plurality of stakeholders, from the entrepreneur him/herself to employees, customer, partners and the surrounding community. It is therefore of key importance understanding how and why the entrepreneurial process unfolds and what its effects are.

The course aims at answering the following questions: How do entrepreneurial opportunities emerge? What skills/competences are required to enhance opportunity recognition? What actors and institutions may facilitate the pursuing of a business idea? What tools and methodologies may facilitate the launch of a new business idea?

At the end of the course, students will:

- have knowledge about the factors facilitating individual opportunity recognition;
- have familiarity with the notion of business model and frameworks to design it;
- have knowledge about different types of business model innovation;
- be equipped with tools to design compelling value proposition and targeting customer segments and business plans;
- being familiar with the lean processes to start-up;
- being conscious about funding options in the start-up ecosystem

### Course content

- *The entrepreneurial process*: The main steps and variables to be considered when analysing the process of launching a new venture.
- *The entrepreneurial context*: The domains upon which the entrepreneurial process unfolds and the key institutions facilitating it.
- *The lean start-up and the business model*: The methodology to be employed by start-ups when planning their entrance in the market.
- *Innovation and entrepreneurship*: An innovation taxonomy and peculiarities of high-tech ventures.
- *The business plan*: The key dimensions for a detailed description of the business.

### Reading list

#### Attending students

Articles, business cases and other readings will be provided at the beginning of the course and uploaded on Blackboard.

#### Non-attending students

Articles, business cases and other readings will be provided at the beginning of the course and uploaded on Blackboard.

#### Books:

- Maurya (2010) *Running Lean*, O'Reilly
- Byers, Dorf and Nelson (2014) *Technology Ventures* (4e), McGraw-Hill
- Ostervalder and Pigneur (2010), *Business model generation*, Wiley





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## Teaching method

Course activities consist of a series of lectures, class discussions of case histories. Students will take part to the course are required to actively attend lectures; to take part to discussions on case histories or examples of concrete situations; and to deliver public presentations in class when scheduled. Students are also required to participate to a group project, where they will bring forward a business project and pitch it by the end of the course.

## Assessment method and criteria

### *Attending students*

- 50% of mark for group project and in presentations on a 30-points scale;
- 50% of mark for the written exam to be held during first official exam session (based three open questions on chapters and cases discussed in class).

### *Non-attending students*

100% of the final mark will be based on a written final exam (6 open questions on the whole books) to be held during the first official exam session.