



UNIVERSITÀ
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del Sacro Cuore

Silicon Valley Immersion Program

PROF. EMANUELE VENDRAMINI

This elective course is provided jointly with the University of San Francisco and delivered in San Francisco and in Palo Alto, USA.

Course aims and intended learning outcomes

The USF Silicon Valley Immersion Program gives the students insider access to the unique ecosystem of Silicon Valley. You will acquire cutting-edge insights on entrepreneurship, innovation, and new venture creation, and acquire skills that you can use to build a new business venture or to create a product or program inside an existing organization. The USF Silicon Valley Immersion Program combines rigorous academic content with hands-on training. In courses presented by USF faculty and Silicon Valley executives, plus company site visits, you will “connect the invisible dots” between lectures and the real world. The lectures, panel discussions, individual and group exercises, case studies, short simulations, and student projects and presentations offer a dynamic curriculum focused on entrepreneurship, innovation, risk capital financing, global scalability, and more. The Silicon Valley Immersion Program includes company visits, networking events, and educational tours to complement and deepen your in-classroom learning

The course aims at:

- Immerse in the most dynamic entrepreneurial ecosystem in the world: Silicon Valley and San Francisco.
- Broaden the knowledge of business applications and techniques used in advanced and developing economies.
- Learn success secrets from Silicon Valley entrepreneurs, corporate executives, and professors.
- Acquire the principles and fundamentals of tech entrepreneurship as pioneered in Silicon Valley.

Acquiring the necessary skills to analyze and explain different international and national corporate governance models and tools.

Course content

- Key business skills and tools, in a learn-by-doing environment, that can be immediately applied to projects in new or existing businesses.
- team learning projects that imitate real-world work scenarios and also foster enduring collegial relationships.
- Build startup business plans and/or individual investor pitches by the end of the course.
- assess an innovation ecosystem, identifying potential opportunities for impact and results.

Reading list

Handouts



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Teaching method

The course delivered in San Francisco jointly with the University of San Francisco will include networking events, pitch events, and panels at hubs such as General Assembly, Galbanize, and Keiretsu Forum to maximize opportunities to connect one-to-one with local entrepreneurs and business leaders, together with case studies, work groups and discussions.

Assessment method and criteria

Attending students will take a written exam (open questions) based on the topics presented and discussed during the period spent in San Francisco.

Notes and prerequisites

Information on office hours available on the instructor's personal page at <http://docenti.unicatt.it/>.