



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Entrepreneurship Lab: Creating a New Business

PROF. BENEDETTO CANNATELLI

Area of study:	Business and Economics
Area Code:	IB/MG370
Method of Instruction:	in-person
Participation:	mandatory

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 will 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.

Main goals of the course are:

- making practical experience about being an entrepreneur;
- learning how to design and build a startup;
- learning how to cope with traditional entrepreneurial trade-offs;
- considering entrepreneurship as a real option for your future;

Course contents

Opportunity recognition, business idea design, entrepreneurial execution, operational research, business planning and pitching.

Attendance and participation rules

Attendance is mandatory. Students can not miss more than 4 classes without medical certification.

If a student gets more than 4 unjustified absences he/she automatically fail the course.

Attendance is taken just once, at the beginning of the lecture. Latecomers will get their attendance recorded as half.

The use of smartphones, tablets, laptops and other electronic devices is strictly forbidden. Notes should be taken only on papers.

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 instruction

Lab (44 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, class participation, assignment delivered in time	20% of final grade
Mid-term group presentation	30% of final grade
Final group presentation	50% of final grade

Course readings and materials

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

Instructor bio

Benedetto Cannatelli is Associate Professor at UCSC. He gained his PhD in Management at Università Cattolica del Sacro Cuore in Milan, Italy. He is director of the Impact Entrepreneurship unit at ALTIS, the Postgraduate School of Business and Society at UCSC. His main research interests are Entrepreneurship and Small Business Management. He was visiting scholar at the Lester Center for Entrepreneurship and Innovation at HAAS School of Business, UC Berkeley, CA and international visiting scholar at the Center for Social Entrepreneurship at Farmer School of Business, Miami University, Oxford, OH.

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