



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Entrepreneurship Lab: Creating a New Business

PROF. FLAVIA CAU

Area of study:	Business and Economics
Area Code:	IB/MG370
Method of Instruction:	In-person

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.

Course contents

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 (30 in-class hours)

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;



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

- 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 projects 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

Prof. Flavia Cau attended her PhD in Management at Università Cattolica del Sacro Cuore in Milan, Italy. She is part of the E4Impact Foundation – spin-off of ALTIS, the Postgraduate School of Business and Society at the same University, where she is actively involved in educational programs and research. Her main research interests are Social entrepreneurship, Informal economy, BoP markets. In 2022 she was visiting scholar at the Center for Business and Society at IESE Business School, ES.

E-mail address

flavia.cau@unicatt.it