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## Entrepreneurship Lab: Creating a New Business

PROF. ANDREA SOTTINI

<b>Area of study:</b>	Business and Economics
<b>Area Code:</b>	IB/MG370
<b>Method of Instruction:</b>	in-person and live-streaming (dual mode)
<b>Participation:</b>	synchronous/live and asynchronous

### 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.

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.

### 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



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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 term is expected to deliver the task assigned before each class;
- Each term 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
Weekly assignments delivery	20 % of final grade
Final assignment + class presentation	60 % of final grade

## Course readings and materials

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

## Instructor bio

**Prof. Andrea Sottini** is a PhD candidate at UCSC in Management and Innovation. He is involved as Professor in Winter and Summer Schools of Management at UCSC, teaching Entrepreneurship. His main research interests are Social Entrepreneurship and Informal Entrepreneurship in Africa.

E-mail address: [andreamcarlo.sottini@unicatt.it](mailto:andreamcarlo.sottini@unicatt.it)