



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

WINTER 2024 FIRST SESSION

COURSE: Entrepreneurship and Innovation

Professor: Flavia Cau

Room: C.314

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	January 8	January 9	January 10	January 11	January 12	January 13	January 14
	Orientation (9:30 – 12:30)	8:30 – 12:30 Class 1 Introduction to entrepreneurship and opportunity recognition	8:30 – 12:30 Class 2 Global trends and business model design 14:30 – 18:30 Class 3 Value proposition design and customer segmentation	8:30 – 12:30 Class 4 Business model design – product side Team building	8:30 – 12:30 Class 5 Guest speaker And Coaching session	FREE	FREE
Week 2	January 15	January 16	January 17	January 18	January 19	January 20	January 21
	8.30 – 12.39 Class 6 Blue ocean strategy and competitor analysis 14:30 – 18:30 VISIT	8:30 – 12:30 Class 7 Financial planning and investors overview	8:30 – 12:30 Class 8 From business model to business plan	8:30 – 12:30 Class 9 Guest speaker	8:30 – 12:30 Class 10 Final presentation	FREE	FREE