# Entrepreneurship

## Prof. Fabio Antoldi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The *"Entrepreneurship"* course is dedicated to analysing the role of the entrepreneur, specifically those who decide to start and lead a new business.

The focus is on issues related to the generation of a plan for the newly established company (*business plan*), addressed practically in class by way of a tutorial aimed at designing a *start-up* starting from a simple initial idea (*business idea*).

At the end of the course, students will be able to:

1. Know the psychological traits and typical activities carried out by the entrepreneur, with particular reference to those who start a new business.
2. Know and directly apply the tools and techniques needed to design, finance and launch a new company, starting from the recognition of a business opportunity.
3. Prepare and effectively communicate a new business project in public, simulating what entrepreneurs or the consultants who support them need to know when approaching customers, partners, lenders.

***COURSE CONTENT***

* Entrepreneurship, innovation and growth
* Who is the entrepreneur?
* The business idea
* The business model
* The drafting of the business plan
* Public presentation of the business plan (pitch)
* Funding: the role of formal and informal investors
* Policies that support new businesses

***READING LIST***

The two course reference texts are the following: C. Parolini, *Business planning. Dall’idea al progetto imprenditoriale,* Pearson, Milan, 2016 and F. Antoldi, Ed., *Raccolta di Casi e Letture per il modulo di Imprenditorialità (2021/22 edition)*, course notes available at the University Photocopying Office.

Additional teaching materials (lecture slides, business cases, supplementary readings) will be made available on the Blackboard platform during the course. It is therefore recommended that students enrol in the online course in order to also access these materials, which are necessary for exam preparation.

***TEACHING METHOD***

The course involves the use of different teaching methods. For those attending lectures, there will be discussions of business cases in addition to lectures. Entrepreneurs and experts will be invited to the course to contribute their testimonies, and so enrich the analytical skills and critical spirit of students. Optional work in small groups is also foreseen, and involves the preparation of a business plan starting from an idea proposed by the members of the group.

The detailed programme, which also contains the detailed calendar and all the teaching materials used in the course (lecturer's slides, readings, cases, videos, etc.), will be made available on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

# There are two different exam formats from which students may choose, depending on whether they decide to regularly attend classroom lectures and participate in the planned course group work, or they decide to study principally on their own.

Students who regularly attend the course will have the opportunity - solely during the first exam session - to take a written test, including a test part (multiple choice questions) and two open-ended questions (with defined spaces), which will focus exclusively on the topics covered and the teaching materials analysed during the sessions. They will also receive a bonus mark for the group work.

For non-attending students, the exam will instead take the form of eight open-ended questions (with defined spaces) and will focus on the contents of the programme and the entire textbook.

When assessing the open-ended answers, attention will be paid to students' ability to create links between the various topics covered, using appropriate language and developing critical thinking.

The final course assessment will be marked out of thirty.

***NOTES AND PREREQUISITES***

To successfully attend the Entrepreneurship course, students should already possess a basic knowledge of the business sector, in particular that related to the courses in marketing, business organisation, management control and business strategy.

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