

Module	Lab – My first 100 days as an Entrepreneur - L-18
ECTS	4
Year	First
Semester	Second
Lecturer	Nadia Cipullo
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Consultation time	At the end of each class and by prior appointment agreed via email

LEARNING AND SKILLS OUTCOMES

The module aims to achieve the following learning outcomes:

With reference to knowledge and understanding

The course aims to provide students with basic notions about entrepreneurship. The student will be able to understand each phase of the process for starting a business.

With reference to applied knowledge and understanding

Students will be helped to develop initial skills and competences for starting a business.

With reference to autonomy of judgment

The student will be able to autonomously formulate an opinion on needs, challenges and opportunities deriving from running a company.

With reference to communication skills

The student will acquire communication skills and the ability to expose the contents with an appropriate technical language through specific keywords.

With reference to the ability to learn

The combination of business cases, group works and exercises will enable the monitoring and evaluation of students' learning skills.

DETAILED SYLLABUS

- Understanding Entrepreneurship
- Testing an opportunity as business idea
- Understanding the reference industry
- Understanding the customers
- Designing a solution for a new marketplace
- Developing and testing the business model
- Assessing the initial financial needs
- Preparing the business plan
- Finding money to start and grow the venture

SUGGESTED PRE-REQUISITES QUALIFICATIONS

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ASSESSMENT METHOD

Assessment method for attending students:

- No final grade, just a pass
- Students will work in groups of max 4-5
- The evaluation will take place through the work carried out in the classroom and the final presentation/pitch (10 minutes) of a business idea
- It is possible to continue working outside the classroom (personal choice of each group)

Assessment method for not attending students:

- No final grade, just a pass
- A final, written test (with multiple choice and T/F questions)

EVALUATION CRITERIA

With reference to understanding and knowledge, the final exam will assess the student's acquisition of the basic notions relating to the topics listed in the detailed teaching program and the ability to use each metric.

With reference to the application of knowledge and skills acquired, the final exam will assess the student's ability to connect the different topics covered and the ability to use the appropriate metric in order to provide solutions to the cases submitted.

With reference to communication skills, the final exam will evaluate, in addition to the contents of the answers, also the ability to use appropriately the keywords of the specific language learned and to effectively expose the topics.

With reference to the autonomy of judgment, the student must demonstrate the ability to provide opinions and suggestions concerning each strategic and operational information need.

With reference to the ability to learn, the student must demonstrate the ability to use the conceptual and methodological tools acquired.

MARKING CRITERIA

The final pass will be decided through the continuous monitoring of class students' engagement and the final presentation of their group business cases (for attending students) and through the final written test (for not-attending students).

READING LIST/TEXTS

The study material will be provided from time to time by the lecturer.

Compulsory reading for not-attending students:

Kathleen Allen, *Entrepreneurship for Dummies*
Wiley Publishing, 2023
(Chapters 1; 4; 5; 6; 7; 11; 12; 13; 14)

LECTURER'S ADVICES

Any recommended reading will be suggested during the individual lessons. Supplementary material will be provided to students and uploaded to the platform.