



Insegnamento	<b>Innovative Start Up Creation</b>
CFU	<b>n° 6, n° 36 ore</b>
Anno di corso	<b>2023/2024</b>
Semestre	<b>II</b>
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## LEARNING AND SKILLS OUTCOMES

### 1. KNOWLEDGE AND UNDERSTANDING

The course delves into various stages of the entrepreneurial pathway, encompassing the theoretical and practical aspects of business creation and development. It discerns the startup phenomenon as a lens for a comprehensive exploration of digital transformation and its social and environmental ramifications. Furthermore, it investigates enabling factors and diverse archetypes of innovation in business modeling, management, and finance.

### 2. APPLYING KNOWLEDGE AND UNDERSTANDING

By analyzing case studies, engaging with practitioners, and undertaking project works, Students are afforded the opportunity to cultivate entrepreneurial skills and competences, actively participating in the dynamic landscape of the "startup movement."

### 3. MAKING JUDGEMENTS

Continuous guidance will lead students to develop autonomy in their judgment, fostering their ability to discern the most efficient and effective business choices within the entrepreneurial context.

### 4. COMMUNICATION SKILLS

Students will refine their communication skills through project work presentations and periodic "Journal Club" sessions. These sessions involve the analysis of reports, academic papers, and articles on startups, facilitated by professors and practitioners who employ appropriate technical language.

### 5. LEARNING SKILLS

The integration of business cases, seminars, theoretical lessons, and personal critical analysis serves to monitor and evaluate Students' learning skills. This multifaceted approach ensures a comprehensive assessment of their ability to acquire, assimilate, and apply knowledge effectively.

## DETAILED COURSE PROGRAM

[The program could be modified]

- Course introduction.
- First steps in innovation, creativity and entrepreneurship . Boundaries and linkages.
- Innovation, Startups & Spinoffs, definitions and literature review.

- Types and categories of innovation: development of a holistic approach of innovation.
  - An overview of: social innovation, open innovation, tech innovation.
  - Startups and their myths.
  - The startup movement: the enabling factors.
  - An overview of: social innovation, open innovation, tech innovation.
  - Startup movement: the enabling factors.
  - Startups Entrepreneurship: Small businesses; Scaleups; Buyable and Large Companies; Social enterprises.
  - Project work introduction
  - From innovation to market: tools, models and methodologies for running a startup - Business Model Canvas
  - Startup ecosystems and enabling factors: spinoffs, innovative business models, networks, accelerators, incubators, venture capital and impact investing.
  - Innovation and public policy: the role of startups in institutional programmes and bottom-up initiatives
  - Enabling spaces and methodologies for accelerating startups
  - Types of collaborative spaces
- Financing startups and their ecosystems
- Fundamentals of venture capital
  - Scouting and deal flow generation
  - Evaluations methods and principles of investment
  - Bootstrapping and crowdfunding
- Project works' presentations

### **SUGGESTED PRE-REQUISITE QUALIFICATIONS**

- Introduction to Business Administration
- Introduction to Private Law and Company Law
- Fundamentals of management
- Business English

### **EXAM METHOD**

Oral exam.

Students who attend classes have the option to present an oral exposition on a specified

case study, contingent upon prior agreement with the professor.

## ASSESSMENT METHOD AND CRITERIA

Regarding the acquisition and application of knowledge, the concluding examination assesses Students' grasp and analytical capabilities concerning course content, emphasizing its interrelation with case studies and events pertaining to digital transformation and innovation. The evaluation further encompasses the Students' competence in synthesizing insights from diverse disciplines and sources. Proficiency in presenting project works and employing appropriate technical terminology is considered a pivotal aspect and constitutes an integral component of the final assessment.

1. **DEMONSTRATED KNOWLEDGE:** the final examination will assess the Student's comprehension of theoretical concepts, with a focus on the capacity to articulate the fundamental processes involved in startup creation and apply these principles to authentic scenarios.
2. **APPLICATION OF ACQUIRED KNOWLEDGE AND SKILLS:** the examination will scrutinize the Student's proficiency in interpreting contemporary startup management, utilizing tools for analyzing the dynamic evolution of the competitive landscape in which these operate. Furthermore, it will assess the Student's capability to establish connections between various topics explored and provide concrete and pertinent examples. Students are required to demonstrate their adeptness in applying acquired knowledge and skills to analyze tangible cases involving real companies and startup ventures.
3. **AUTONOMY IN JUDGEMENT:** the exam aims to evaluate the Student's autonomous judgment in assessing business models, management tools, and critical decisions applicable to specific markets and sectors in changing scenarios.
4. **COMMUNICATION SKILLS:** the final examination will assess the Student's communication and critical analysis skills essential for interpreting phenomena, scenarios, and startup companies within the context of the most innovative business and governance models.
5. **LEARNING ABILITY:** The examination will evaluate the Student's capacity to recognize and define primary management models for startups, both concerning strategic choices and various management functions.

## FINAL EXAM EVALUATION CRITERIA

The final examination is graded on a scale of thirty, with a maximum achievable score of 30/30. Proficiency in knowledge and comprehension of the course content, along with the ability to effectively present and discuss a case study, constitutes 25% of the final assessment.

The criteria for assigning marks to the oral exam are delineated as follows:

- 0-17. Dominance of incorrect and/or incomplete arguments, coupled with a deficient presentation of content.
- 18-21. Prevalence of accurate arguments adequately presented but lacking in substantial development.

- 22-26. Presentation of correct arguments that are well-developed and thoroughly exposed.
- 27-30. Demonstrates an in-depth understanding of the subject matter, showcasing a high capacity for exposition, analysis, connection between covered topics, and thoughtful re-elaboration.

For attending Students who opt to elaborate on a case study, the evaluation of the oral exam is averaged with the assessment of the written research work. The case study contributes to 25% of the final score.

### **TEACHING/STUDING MATERIALS**

The course lectures will be grounded in designated reading materials communicated during class sessions and made accessible on the instructors' blackboard. These materials are specifically intended for attending Students. The course delivery methodology will encompass lectures integrating practical examples and discussions stimulated by real-life case studies. Active participation from Students is strongly advocated, fostering dynamic discussions and debates on key themes elucidated in selected cases. Additionally, the instructor will supplement the lectures with slides that present the principal issues associated with the course topics, and recommended readings will be introduced at the outset of the lessons.

- Primary references for attending Students include:  
Steve Blank and Bob Dorf, 2012, *The Startup Owner's Manual*, Wiley ed. (Chapters 1, 2, 3, 4, 5, 6, 8)  
Supplementary slides, reports, articles, and other materials will be provided and shared during the lessons.

- For non-attending Students, the main reference is:  
Steve Blank and Bob Dorf, 2012, *The Startup Owner's Manual*, Wiley ed. (entire manual)

### **FURTHER TEACHER'S SUGGESTIONS**

Active attendance and in-person participation are highly encouraged.