

X44 FUNDAMENTALS OF ENTREPRENEURSHIP

COURSE OUTLINE

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	ECONOMIC SCIENCES		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	X44	Semester of study	4
COURSE TITLE	FUNDAMENTALS OF ENTREPRENEURSHIP		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	7.5
COURSE UNIT TYPE		General knowledge, Scientific area	
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:		English	
COURSE DELIVERED TO ERASMUS STUDENTS		YES in English	
MODULE WEB PAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course is based on the fact that in the modern economic environment, entrepreneurship and innovation have multiplying dynamic effects for the creation of value by individuals, companies, organizations and national economies. Entrepreneurship is a multifaceted phenomenon that includes many disciplines like strategy, finance, psychology, marketing, etc. It usually has to do with dealing with situations and problems that one does not expect in an evolving environment. The course aims to introduce students to the notions of entrepreneurship, innovation, and business planning with the goal to help them at setting up and developing their own companies and acting entrepreneurially in any setting.</p> <p>By the end of the course, students should:</p> <ul style="list-style-type: none"> • have understood the issues of innovation and entrepreneurship and in particular the design of business ventures based on the exploitation of knowledge and technology. • work both individually and in groups • evaluate technical, financial and operational data to support and make decisions and organize their implementation. • write a business plan.
General Skills
<ul style="list-style-type: none"> • Search for, analysis and synthesis of data and information, with the use of the necessary technology • Adapting to new situations • Decision-making

- Working independently
- Group work
- Production of free, creative and inductive thought

3. COURSE CONTENTS

- Introduction to entrepreneurship and the entrepreneurial mentality
- Introduction to the entrepreneur and the founding team
- Different forms of entrepreneurship and their importance
- Business idea, opportunities and their evaluation and design thinking
- Lean start-up method
- Business model and the business model canvas
- Entrepreneurial finance
- Innovation types and innovation ecosystems
- Business planning
- Presentation of the business plan

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	Face to face	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Powerpoint slides Education using ICT Learning process support through the e-class online platform Communication by e-mail	
TEACHING METHODS	Method description	Semester Workload
	Lectures	39
	Case studies	31
	Assignment presentation	20
	Independent Study	97,5
	Course total (25 hours of work load per credit)	187,5
ASSESSMENT METHODS	I. Final examination (50%): II. Individual/group assignment (50%)	

5. BIBLIOGRAPHY

Books

- Neck, H. M., Neck, C. P., & Murray, E. L. (2019). *Entrepreneurship: the practice and mindset*. Sage Publications.
- Bessant, J. and Tidd, J., 2015. *Innovation and Entrepreneurship*. 3rd Edition. John Wiley & Sons, Inc.

Main Relevant Scientific Journals:

Journal of Business Venturing (<https://www.journals.elsevier.com/journal-of-business-venturing>)
 Entrepreneurship Theory and Practice (<https://journals.sagepub.com/home/etp>)
 Strategic Entrepreneurship Journal (<https://onlinelibrary.wiley.com/journal/1932443x>)

