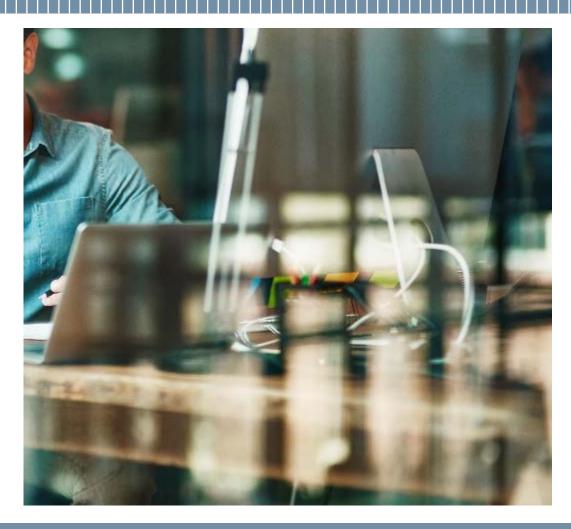
Entrepreneurship

The Major in **Entrepreneurship** aims to provide students with a comprehensive understanding of the **challenges and success factors in launching a new business** (i.e., a startup, a new venture, a new business within an existing corporation). Students will learn how to design and validate an entrepreneurial idea, and how to launch and manage a new business.

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Laboratory

Entrepreneurship Lab

Expected Learning Outcomes

- Provide the interdisciplinary methodological tools to support students in the design, development and validation of entrepreneurial ideas and related business models, both as stand-alone projects (new ventures or startups) and as "intrapreneurial" projects within well established Corporations
- Offer students the opportunity to "get their hands dirty" by working on either their own entrepreneurial ideas or Corporates' and Startups' proposals
- Provide an overarching picture and **understanding of the entrepreneurial** ecosystem and have the opportunity to interact with its main players (e.g.., startups, incubators, accelerators, business angels, crowdfunding platforms, venture capital funds, corporate innovators),
- Nurture entrepreneurial culture and empowerment and stimulate the willingness to undertake entrepreneurial and innovative endeavors both outside and inside of Corporate environments

Learning Experience

Students will be given the opportunity to work in teams to either develop their own business idea or an entrepreneurial innovation project proposed by existing Corporates and Startups.

Students will be engaged in an **enriching lab experience** combining a sound theoretical and methodological approach with **action learning** and **direct interactions with key players coming from the entrepreneurial ecosystem** (e.g.., startups, incubators, accelerators, business angels, crowdfunding platforms, venture capital funds, corporate innovators). Students will **be exposed to innovative models, tools and techniques in entrepreneurial innovation**, applied to real-world ideas of new businesses with a hands-on approach.

Students will learn how to develop entrepreneurial projects both outside and inside of Corporate environment, thus **nurturing their entrepreneurial empowerment and developing skills** that are most needed to face a growingly uncertain and dynamic competitive environment.

> **Examples of involved companies** Acea, BNP Paribas, Edison, Ferrovie dello Stato Italiane, Pelliconi, Prysmian Group

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