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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Digital Business (ING-IND/17) Entrepreneurship Economics (ING-IND/35) Entrepreneurial Finance (ING-IND/35) Patents and Intellectual Property Management (ING-IND/35) Family Business (ING-IND/35) Design Thinking for Business (ING-IND/35)	15

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 "i**ntrapreneurial**" 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.

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