

# Syllabus

## *Descrizione corso*

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| <b>Titolo insegnamento</b>              | Imprenditorialità e Management dell'Innovazione  |
| <b>Codice insegnamento</b>              | 27339  |
| <b>Titolo aggiuntivo</b>                |  |
| <b>Settore Scientifico-Disciplinare</b> | ECON-07/A  |
| <b>Lingua</b>                           | Tedesco  |
| <b>Corso di Studio</b>                  | Corso di laurea in Economia e Management   |
| <b>Altri Corsi di Studio (mutuati)</b>  |  |
| <b>Docenti</b>                          | prof. dr. Christoph Stöckmann,<br>Christoph.Stoeckmann@unibz.it<br><a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47446">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47446</a>   |
| <b>Assistente</b>                       |  |
| <b>Semestre</b>                         | Secondo semestre   |
| <b>Anno/i di corso</b>                  | 3  |
| <b>CFU</b>                              | 6  |
| <b>Ore didattica frontale</b>           | 36   |
| <b>Ore di laboratorio</b>               | 9  |
| <b>Ore di studio individuale</b>        | -  |
| <b>Ore di ricevimento previste</b>      |  |
| <b>Sintesi contenuti</b>                | The course introduces the most important concepts, methods and ways of thinking in entrepreneurial practice. Students learn how to develop and evaluate innovative ideas and turn them into viable business models - both in start-ups and in established companies. Through practical activities, they acquire solid skills in the application of creativity techniques, market analyses and pitch formats. The aim is to strengthen entrepreneurial and innovative thinking and promote the ability to implement projects independently. |

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| <b>Argomenti dell'insegnamento</b>                                       | Students learn to think and act entrepreneurially. They learn how business ideas and business models can emerge from product ideas and how these can be iteratively developed. In particular, they learn to recognise the central role of the customer perspective. In addition, academic literature from the field of entrepreneurship and innovation management is discussed. As part of the course, students will develop and evaluate their own business ideas and models. They will learn how to analyse customer benefits and feasibility and how to identify which financial factors are of particular importance. In addition, they gain knowledge about leadership and management, especially in entrepreneurial, innovative and creative projects.      |
| <b>Parole chiave</b>   | <ul style="list-style-type: none"> <li>- Entrepreneurial thinking and action</li> <li>- Environmental influences and trends</li> <li>- Development and evaluation of business ideas and business models</li> <li>- Leadership and management in start-up and innovation processes</li> <li>- Growth processes</li> </ul>  |
| <b>Prerequisiti</b>  |   |
| <b>Insegnamenti propedeutici</b>   |   |
| <b>Modalità di insegnamento</b>  | Lectures, exercises, projects   |
| <b>Obbligo di frequenza</b>  | Attendance is not compulsory - but recommended  |
| <b>Obiettivi formativi specifici e risultati di apprendimento attesi</b> | <p>Knowledge and understanding</p> <p>Area: Understanding corporate management</p> <p>Knowledge of business and organisational models</p> <p>Knowledge of management and target agreements, plans and organisational functions</p> <p>Knowledge of methods of corporate decision-making and strategic management</p> <p>Knowledge of decision-making concepts and models for the introduction of new products, pricing, distribution channels and (digital) means of communication</p> <p>Understanding of social responsibility, consumer protection, sustainable marketing</p> <p>Knowledge of concepts, models and tools for critically analysing business and corporate strategies</p> <p>Understanding of various management theories and organisational</p> |

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|  | <p>behaviour and their significance in the context of different businesses and different business-economic contexts</p> <p>In-depth knowledge in the areas of international marketing, management of multinational companies, analysis of consumer behaviour or management of operational and technical functions</p> <p>In-depth knowledge and understanding of management control</p> <p>Knowledge of the underlying mechanisms for effective communication of theoretical and empirical business topics in three languages: Italian, German and English</p> <p>Ability to apply knowledge and understanding</p> <p>Area : Economics</p> <p>be able to recognise and analyse the development of corporate structures and the evolution of organisational forms</p> <p>be able to correctly apply management principles and theoretical models as well as empirical analysis tools to complex problems in typical management situations in the appropriate context</p> <p>be able to apply appropriate concepts, models, tools and techniques to analyse markets, market strategies, programmes and activities in teamwork and communicate research results in accordance with international professional standards in three languages: Italian, German and English</p> <p>be able to formulate strategies and identify critical steps in the implementation of a competitive strategy</p> <p>be able to apply appropriate analytical tools and models to evaluate the strategic choices and strategies adopted by companies</p> <p>be able to apply the specific tools of auditing in different contexts of business reality</p> <p>be able to communicate the results of strategic analyses prepared according to international professional standards in three languages: Italian, German and English</p> <p>Making judgements</p> <p>recognise the most important problems in complex decision-making situations</p> <p>critically analyse the facts and the situations to be dealt with</p> <p>combine information and analytical methods, also using modern software packages, within the framework of logical reasoning in order to find a solution</p> |
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|  | <p>Learning skills</p> <p>critically analyse and integrate data, information and future experiences, also using advanced software packages</p>   |
| <b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b> |  |
| <b>Modalità di esame</b>   | <p>Participating students: Written examination and PowerPoint presentation. The written exam (50%) tests knowledge and understanding, application of acquired knowledge, judgement based on acquired knowledge, and the ability to evaluate and synthesise. The PowerPoint presentation (50%) tests the application and communication of knowledge, the clarity of answers, and the ability to summarise and make connections between topics.</p> <p>Non-participating students: Written exam. The written examination (100%) tests knowledge and understanding, application of acquired knowledge, judgement based on acquired knowledge, ability to evaluate and synthesise, communication of knowledge, clarity of answers, and ability to summarise and make connections between topics.</p> |
| <b>Criteri di valutazione</b>  | <p>The following evaluation criteria are essential for the assessment:</p> <ul style="list-style-type: none"> <li>- Correctness and reliability of the statements</li> <li>- Structure and clarity of the presentation</li> <li>- Logic and coherence of the argumentation</li> <li>- Integration and networking of the content learnt</li> <li>- Quality and scope of the research</li> <li>- Selection and application of the acquired knowledge</li> <li>- Quality, applicability and innovative content of the results</li> </ul>  |
| <b>Bibliografia obbligatoria</b>   | <ul style="list-style-type: none"> <li>- Fueglistaller, U., Fust, A., Müller, C., Müller, S., &amp; Zellweger, T. (2019): Entrepreneurship: models - implementation - perspectives. With case studies from Germany, Austria and Switzerland, 5th edition, Springer.</li> <li>- Grichnik, D., Brettel, M., Koropp, C., &amp; Mauer, R. (2017): Entrepreneurship: entrepreneurial thinking, decision-making and action in innovative and technology-oriented companies, 2nd edition, Schäffer-Poeschel.</li> </ul>   |

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|   | - Vahs, D., Brem, A. & Oswald, C. (2023): Innovation management: From the idea to successful commercialisation, 6th edition, Schäffer-Poeschl."         |
| <b>Bibliografia facoltativa</b>                 | Further articles will be announced during the course.   |
| <b>Altre informazioni</b>                       |   |
| <b>Obiettivi di Sviluppo Sostenibile (SDGs)</b> | Sconfiggere la povertà, Buona salute, Ridurre le disuguaglianze, Buona occupazione e crescita economica, Innovazione e infrastrutture, Parità di genere |