

Syllabus

Descrizione corso

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| Titolo insegnamento | Foundations of Entrepreneurship |
| Codice insegnamento | 25557 |
| Titolo aggiuntivo | |
| Settore Scientifico-Disciplinare | SECS-P/08 |
| Lingua | Inglese |
| Corso di Studio | Corso di laurea magistrale in Imprenditorialità e Innovazione |
| Altri Corsi di Studio (mutuati) | |
| Docenti | prof. dr. Christoph Stöckmann, Christoph.Stoeckmann@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47446 |
| Assistente | |
| Semestre | Primo semestre |
| Anno/i di corso | 1 |
| CFU | 8 |
| Ore didattica frontale | 48 |
| Ore di laboratorio | - |
| Ore di studio individuale | - |
| Ore di ricevimento previste | 24 |
| Sintesi contenuti | This course provides a research-based and practice-oriented foundation in entrepreneurship. Students explore key theories, frameworks, and current debates in the field, with a focus on opportunity recognition, entrepreneurial decision-making, and venture creation. Hands-on activities foster critical reflection and the ability to apply concepts in diverse contexts. The course aims to deepen students' understanding of entrepreneurial dynamics and prepare them for real-world entrepreneurial challenges. |
| Argomenti | The course provides a comprehensive, research-based and |

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| dell'insegnamento | practiceoriented introduction to entrepreneurship. It develops students' understanding of the entrepreneurial process, from recognizing opportunities to creating and shaping viable business models. Students explore how ideas are tested, evaluated, and refined in iterative processes. While the course emphasizes new venture creation, it also broadens the perspective by highlighting the relevance of entrepreneurial thinking within existing organizations, whether in early growth phases or during later strategic renewal. The course fosters the development of key competencies such as entrepreneurial decision-making, resourcefulness in constrained settings, and the ability to navigate uncertainty. By engaging with academic literature, case studies, and hands-on activities, students cultivate a mindset that enables them to act entrepreneurially and respond effectively to complex challenges. Ultimately, the course prepares students to identify and seize opportunities in an everchanging environment. |
| Parole chiave | Entrepreneurs and entrepreneurial teams; Opportunity recognition & evaluation; Business models; Growth and scaling; Entrepreneurship within existing organizations |
| Prerequisiti | |
| Insegnamenti propedeutici | |
| Modalità di insegnamento | Frontal lectures, case discussions & project-based activities |
| Obbligo di frequenza | 75% mandatory presence |
| Obiettivi formativi specifici e risultati di apprendimento attesi | |
| Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.) | |
| Modalità di esame | <p>Oral: Group project work presentation (70%) - Knowledge and understanding, Ability to apply knowledge and understanding, Making judgments, Communication skills, Learning skills</p> <p>Written: Written assignment to be handed in by a specified deadline (30%) - Knowledge and understanding, Ability to apply knowledge and understanding, Making judgments, Communication skills, Learning skills</p> <p>No exam for non-attending students. Students attending less than</p> |

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| | 75% of the lectures will automatically fail the course. |
| Criteri di valutazione | <p>Assessment is based on the topics covered, the expected learning outcomes, and the educational objectives outlined in this syllabus. Students will be evaluated on their ability to demonstrate both theoretical understanding and practical application of key concepts in entrepreneurship.</p> <p>Group project presentation (70%): This component assesses students' ability to apply entrepreneurial knowledge in a collaborative setting. Evaluation criteria include the clarity and coherence of the business concept, logical structure and argumentation, integration of course topics, and the ability to establish meaningful connections between theory and practice. Communication skills are also assessed, including the ability to present ideas convincingly, respond to questions, and engage in critical discussion.</p> <p>Written assignment (30%): This component evaluates individual understanding and analytical depth. Students are expected to demonstrate familiarity with key frameworks and methods while critically engaging with entrepreneurial thinking. The assignment will be assessed based on the clarity of expression, logical consistency, integration of course content, and the ability to make informed judgments based on acquired knowledge.</p> <p>Both components aim to measure students' progress in developing entrepreneurial competencies, critical thinking, and reflective learning.</p> |
| Bibliografia obbligatoria | <ul style="list-style-type: none"> • Mazzarol, T., & Reboud, S. (2020): Entrepreneurship and Innovation: Theory, Practice and Context. 4th edition. Springer Nature. • Zacharakis, A., Corbett, A.C., & Bygrave, W.D. (2019): Entrepreneurship, 5th edition. Wiley. |
| Bibliografia facoltativa | Additional academic texts and cases to be presented at the beginning of/during the course. |

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| Altre informazioni | |
| Obiettivi di Sviluppo Sostenibile (SDGs) | Parità di genere, Ridurre le disuguaglianze, Innovazione e infrastrutture, Buona occupazione e crescita economica |