

Syllabus

Descrizione corso

Titolo insegnamento	Project LAB - Startup
Codice insegnamento	25575
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	NN
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 dr. Thomas Maran, Thomas.Maran@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/44429
Assistente	
Semestre	Tutti i semestri
Anno/i di corso	2
CFU	6
Ore didattica frontale	36
Ore di laboratorio	6
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	This capstone course empowers students to transform early-stage business ideas into viable ventures. Combining problem-based learning with hands-on project work, it guides participants through key phases of the entrepreneurial process from identifying and validating opportunities to designing business models, pricing strategies, marketing plans, and financial projections. Students

	<p>synthesize their insights into a compelling business plan or accelerator application with pitch deck. The course develops entrepreneurial competence and strategic thinking, preparing students to move confidently from academic study into real-world entrepreneurial action.</p>
<p>Argomenti dell'insegnamento</p>	<p>It is a capstone course for competence development, in which the knowledge and skills acquired in the various courses are pooled using problem solving based learning to analyse real situations and develop an action plan for starting a new venture including a business plan, the application for an accelerator program and/or a pitch deck for investors.</p> <p>List of topics covered:</p> <ul style="list-style-type: none"> • Opportunity Evaluation and Selection. Students learn to identify and assess market opportunities based on evidence, feasibility, and strategic fit. What distinguishes a promising idea from a passing trend? • Customer Validation and Pricing. Participants. engage in real-world testing to validate customer needs and define pricing strategies that reflect value perception. Have you listened closely enough to build what people truly need—and will pay for? • Marketing Plan. The module covers lean marketing approaches for early-stage ventures, focusing on positioning, messaging, and channel selection. Can your message cut through the noise—and reach the right audience? • Finance Plan. Students design a basic financial model to estimate costs, revenues, and key performance indicators. Do your numbers tell a story that investors will believe in? • Business Model. This unit explores business model design tools (e.g., Business Model Canvas) to define how ventures create, deliver, and capture value. Who benefits from your solution—and why now? • Business Plan. Students learn how to synthesize their concept into a coherent, compelling business plan aimed at partners or funding institutions. Can you turn your vision into a convincing narrative?

	<ul style="list-style-type: none"> • Applying for an investment or to an Accelerator Programme. Participants gain insight into investment/application processes and how to communicate traction, potential, and team strength effectively. What makes your venture stand out from the crowd?
Parole chiave	<ul style="list-style-type: none"> • Opportunity Evaluation and Selection • Customer Validation and Pricing • Business Model
Prerequisiti	The Course "Foundations of Entrepreneurship" is required in order to properly follow these lectures.
Insegnamenti propedeutici	
Modalità di insegnamento	Frontal lectures, lab & projects
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	<ul style="list-style-type: none"> • Intermediate presentations (30%) - validating assumptions • Final powerpoint-based presentation of the project work (30%) - testing the attractiveness of the idea and the plan • Project work (written): written project report done in groups (40%) - generating an action plan for starting a new venture • Intermediate presentations (30%) - validating assumptions <p>The presence and participation at the lectures is obligatory; there is no assessment for non-attending students.</p> <p>Students attending less than 75% of the lectures will automatically fail the course.</p>
Criteri di valutazione	<p>Relevant for intermediate presentations:</p> <ul style="list-style-type: none"> • progress in integrating new content • mastery of language • ability to evaluate the state of the project • application of project to real world problems

	<p>Relevant for powerpoint-based presentation of the project work:</p> <ul style="list-style-type: none"> • clarity of expression • mastery of language • logic and coherence (in terms of structure and arguments) • conveying key messages in a reduced format • attention getting • mastery of key concepts <p>Relevant for written project work:</p> <ul style="list-style-type: none"> • clarity of expression • mastery of language • logic and coherence (in terms of structure and arguments) • integration of the various topics • establish logical relationships between sub-topics • maturity of project and funding probability
Bibliografia obbligatoria	<ul style="list-style-type: none"> • Aulet, B. (2013). Disciplined entrepreneurship : 24 steps to a successful startup. John Wiley & Sons • Bland, D. J., Osterwalder, A., Smith, A., & Papadakos, T. (2020). Testing business ideas. John Wiley & Sons • Gruber, M. & Tal, S. (2017). Where to play: 3 steps for discovering your most valuable market opportunities. Pearson. • Osterwalder, A., & Pigneur, Y. (2010). Business model generation. John Wiley & Sons. Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2015). Value Proposition Design: How to Create Products and Services Customers Wiley. • Timmons, J., Adams, R., & Spinelli, S. (2015). New Venture Creation, Entrepreneurship for the 21st Century. McGraw Hill.
Bibliografia facoltativa	Will be announced during class.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Buona salute, Parità di genere, Ridurre le disuguaglianze, Innovazione e infrastrutture, Buona occupazione e crescita economica