



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche
ACADEMIC YEAR	2021/2022
MASTER'S DEGREE (MSC)	BUSINESS ECONOMIC SCIENCES
SUBJECT	ENTREPRENEURSHIP
TYPE OF EDUCATIONAL ACTIVITY	C
AMBIT	21021-Attività formative affini o integrative
CODE	18235
SCIENTIFIC SECTOR(S)	SECS-P/07
HEAD PROFESSOR(S)	RUISI MARCANTONIO Professore Ordinario Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	114
COURSE ACTIVITY (Hrs)	36
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	RUISI MARCANTONIO Tuesday 10:00 12:00 Ufficio 4.5 piano 4°

DOCENTE: Prof. MARCANTONIO RUISI

PREREQUISITES	Basic Knowledge in Business Administration
LEARNING OUTCOMES	<p>Knowledge and understanding Acquisition of knowledge and skills for understanding the startup processes; knowledge of the sources necessary to find the information for developing an effective business plan.</p> <p>Applying knowledge and understanding The student must demonstrate the ability to prepare an effective business plan; he/she should understand and be aware about the principles and the right dynamics to manage and run a company in its early years of life.</p> <p>Making judgments The student must demonstrate to right evaluate the opportunity to start a new business or to run an existent one.</p> <p>Communication skills The student must demonstrate that he/she knows how to communicate the results of a business analysis and a planning one starting from what it was learned during the course.</p> <p>Learning ability The student should demonstrate to have the skills to acquire, process and systematize those informations necessary for the development of a business plan, that should be considered as a dynamic plan (some results could be changed during the writing process if premises and data will change).</p>
ASSESSMENT METHODS	<p>Oral examination. Positive evaluation with marks from 18/30 to 30/30.</p> <p>During the exam students should present - moreover - two project works: a "canvas" model and a business plan.</p> <p>The assessment is carried out of thirty. Rejected: Not sufficient 18: Just sufficient 19-21: Fully sufficient / More than sufficient 22-24: Fairly good 25-27: Good 28-29: Very good 30: Excellent 30 e lode: Excellent cum laude</p>
EDUCATIONAL OBJECTIVES	During the Course students should develop knowledge and skills to plan, start and develop a firm.
TEACHING METHODS	Interactive lessons
SUGGESTED BIBLIOGRAPHY	<p>Articles and papers Handbook and Teaching notes by the professor Ruisi M., Progettare Startup. Virtù imprenditoriali, modelli di business, piani di fattibilità, gamification, Giappichelli, Torino, 2019.</p> <p>"Eventuali studenti non frequentati o lavoratori possono concordare con il docente un programma di studi alternativo".</p> <p>"For worker students or for who doesn't attend lessons it's possible to arrange a modified program".</p>

SYLLABUS

Hrs	Frontal teaching
2	1.Introduction: alternative theories of entrepreneurial action
2	2.The entrepreneur and the start-up process
4	3.From idea generation and opportunity recognition to product development: methods and tools for the business definition.
2	4.Identifying and knowing the customers.
4	5.Analysing the actual services (incubator, business plan competition, etc.) and the (ethical, cultural and economic) context and future scenarios.
8	6. How to run the business. The CANVAS Model. The lean startup approach. Sprint method by Knapp. The "Gear up" approach. The Startup Canvas. Ten types of innovation.
2	7. How to develop an elevator pitch
10	8.Business Plan: a possible format by considering the main aims.
2	9. Startup fundraising