

Name	ENTREPRENEURSHIP AND BUSINESS PLANNING
Component modules	
Scientific-disciplinary sector	ECON-06/A
Year of course and semester of provision	3rd year, 2nd semester
Teaching language	English
Didactic load in university formative credits	8 CFU
Number of hours of total assisted teaching activities divided between DD and ID	56 hours, including 48 hours of Expository Teaching (ET) and 7 hours of Interactive Teaching (IT)
Lecturer	Course coordinator: Prof. Ivano De Turi - Prof. Ivano De Turi (4 CFU) - Prof. Michele Posa (4 CFU)
Specific learning outcomes	- Understand the fundamental concepts of entrepreneurship, the key traits of entrepreneurs, and the drivers of innovation within firms and new ventures. - Know the main analytical tools used for strategic management and for the qualitative and quantitative construction of a business plan. - Understand the logic behind economic and financial forecasting, capital budgeting techniques, and methods for estimating the financial requirements of a new venture. Apply market analysis, competitive analysis, and segmentation techniques to evaluate a business idea and define a value proposition. - Build economic and financial projections for a new entrepreneurial initiative using Excel and other digital/AI-assisted tools. - Develop a structured business plan, integrating strategic, operational, and financial components - Critically assess the feasibility and sustainability of a business idea, identifying its strengths, weaknesses, and risk factors. - Evaluate different strategic and financial options in the design of a business plan, justifying the choices made. - Effectively present and pitch a business plan to different audiences, including potential investors, using appropriate language, visual tools, and financial data. - Work effectively in teams to develop and communicate a coherent business project. - Autonomously use analytical and digital tools (including spreadsheet software and AI-assisted applications) to support entrepreneurial decision-making. - Continue to independently update their knowledge of entrepreneurial practices, financial planning techniques, and emerging digital tools in the field.
Program	The course addresses the main analytical tools and techniques for the strategic management of firms and for building business plans to launch new entrepreneurial ventures. The program is organized into three modules. The first module (From Idea to Business Model) clarifies the foundations of entrepreneurship, the core characteristics of entrepreneurs, and the dynamics of corporate innovation processes. The second module (Strategic Planning and Business Planning) develops the techniques for building the qualitative components of a business plan: market analysis, competitive analysis, segmentation techniques, and analysis of the value proposition and offering system. The third module (Financial Projections and Business Plan Evaluation) presents up-to-date techniques for building the economic and financial forecasts of new ventures, estimating their financial requirements, and applying capital budgeting techniques, including data-driven and AI-assisted forecasting tools now used in practice. The final sessions are devoted to business plan evaluation and to pitching and presenting the business plan effectively, including to investors. The course is highly interactive and makes intensive use of Excel and other digital tools — including AI-assisted software for financial modeling and data analysis — to build financial plans and develop in-class presentations. Several sessions are held in a computer lab.

Types of didactic activities and relative methods of carrying them out	Teaching is mainly delivered through lectures. In addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS during which business cases will be discussed and testimonials from entrepreneurs and/or managers will be held)
Learning evaluation methods and criteria	Learning assessment methods and criteria vary for attending and non-attending students. Attending students The final grade is based on two components: Group project (50% of the final grade) — Students work in teams to develop a complete business plan for a new entrepreneurial venture, applying the strategic, market, and financial analysis tools covered during the course. The project is evaluated on the coherence and feasibility of the business idea, the quality of the qualitative analysis (market, competition, segmentation, value proposition), the soundness of the economic and financial projections, and the clarity and professionalism of the final presentation. Oral examination (50% of the final grade) — An individual oral exam covering the topics addressed during the course, aimed at assessing each student's individual understanding of the theoretical and methodological content, beyond the group work. Both components must be sufficient (i.e., pass the minimum threshold) for the course to be considered passed; the final grade is the weighted average of the two. Non-attending students Non-attending students are assessed exclusively through an individual oral examination covering the entire course syllabus, including all three modules (from idea to business model; strategic and business planning; economic-financial projections and business plan evaluation). The oral exam assesses students' knowledge of the concepts, tools, and techniques presented in the course, as well as their ability to critically apply them to entrepreneurial and business planning scenarios.
Criteria for measuring learning and assigning the final grade	Attending students: The group project weighs 50% of the final mark; oral integration contributes to 50% of the final grade. The mark will be given by the weighted average of the two marks (group project/oral). Laude (31) can be attributed to those who demonstrate excellence in understanding theoretical notions and who demonstrate a full application capacity of these notions to specific and concrete business cases and business situations. Non-attending students: The mark is expressed in thirtieths and takes into account the clarity of display and the ownership of language demonstrated. Laude (31) can be attributed to those who demonstrate excellence in understanding theoretical notions and who demonstrate a full application capacity of these notions to specific and concrete business cases and business situations.
Prerequisites	There are no prerequisites.
Didactic material used and recommended didactic material	- Readings and teaching cases available on the course platform