



UNIVERSITY OF BASILICATA STUDIES
DEPARTMENT OF MATHEMATICS, INFORMATICS AND ECONOMICS

COURSE: Business Plan and Venture Creation

ACADEMIC YEAR: 2019-2010

TYPE OF EDUCATIONAL ACTIVITY: Characterizing

TEACHER: Francesca Rivetti

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website:

phone:

mobile (optional):

Language: Italian

ECTS: 8

n. of hours: 56

Campus: Potenza
Dept.: DiMIE
Program: Economia e
Management

Semester: II

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

The objective of this course is to favour the development of a knowledge base concerning venture creation and development. The program is divided into two parts, focused respectively on entrepreneurship and business planning. With reference to the first part, the topics studied include: the concept of entrepreneurship, the entrepreneur, entrepreneurial motivations, the business idea, entrepreneurial opportunities, the start-up process, the Death Valley, new venture financing, the tools to support entrepreneurship (in particular incubators, science and technology parks, accelerators). The second part is focused on the study of the business plan and will allow to understand how to properly draft it in order to present an entrepreneurial initiative.

At the end of the course, the student will be able to deal with the problems related to venture creation and development. It will be necessary to know how to apply the theoretical models analysed and properly draft the documents that are contemplated in the performance of these activities, creating the preconditions for a successful entrepreneurial initiative, as well as appropriately addressing the criticalities that could arise during the start-up process. The seminars of external experts and the discussion of business cases will be opportunities to understand how to deal with concrete situations related to the topics studied.

PRE-REQUIREMENTS

Due to the variety and complexity of the issues addressed, included in the SECS-P / 08 SSD, it is necessary to possess adequate knowledge with reference to business management.

SYLLABUS

- Entrepreneurship
 - The entrepreneur
 - Entrepreneurial motivation
 - The business idea
 - Entrepreneurial opportunities
 - The start-up process
 - The Death Valley
 - New venture financing
 - Tools to support entrepreneurship (science and technology parks, incubators, accelerators).
 - The business plan: elements and implementation.
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TEACHING METHODS

- Theoretical lessons
 - Classroom tutorials, including the discussion of case studies and scientific articles
 - Seminars of external experts
 - Project works
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EVALUATION METHODS

- Project work
- Oral examination

Students, in groups, will write and present a business plan.

This will be followed by an individual oral examination.

The evaluation of the business plan will take into account the correctness of the use of the tool and the validity of the proposed entrepreneurial initiative.



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During the oral examination the following elements will be taken into account: relevance of the answers; clarity of exposition; use of an appropriate vocabulary; overall vision and ability to use the acquired knowledge, emerging also from the reported examples and from the links between theory and practice.

The final grade will be the weighted average between the vote attributed to the business plan (65%) and the one related to the oral exam (35%).

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

Textbooks

- Schillaci E., & Romano M. (2017), Straight up. Percorsi strategici per nuove imprese (edizione aggiornata), McGraw-Hill, Milano (capitoli 1, 2, 3, 4, 5, 9).
- Borello K.A. (2015), Excellent Business Plan. Come pianificare una startup, sviluppare un'impresa e monitorare la performance, Hoepli, Milano (introduzione; P1, che include i capitoli 1, 2, 3, 4, 5, 6; P2, che comprende i capitoli 7, 8, 9).

Scientific articles

- Alvarez, S. A., & Barney, J. B. (2007). Discovery and creation: Alternative theories of entrepreneurial action. Strategic Entrepreneurship Journal, 1(1-2), 11-26.
- Mason, C., & Stark, M. (2004). What do investors look for in a business plan? A comparison of the investment criteria of bankers, venture capitalists and business angels. International Small Business Journal, 22(3), 227-248.

INTERACTION WITH STUDENTS

Course attendance is not mandatory.

However, in the first two weeks from the beginning of lessons, students can register for the course (the teacher will define a list of attending students).

Office hours (094 office, 2DI building of the Macchia Romana Campus in Potenza):

- Tuesday, from 4.30 to 5.30 PM
- Wednesday, from 12.30 to 1.30 PM.

Students can also interact with the teacher via e-mail.

EXAMINATION SESSIONS (FORECAST)¹

February 5st, 2020

March 25th, 2020

May 13th, 2020

July 1st, 2020

July 15th, 2020

September 25th, 2020

November 20th, 2020

SEMINARS BY EXTERNAL EXPERTS YES X NO

FURTHER INFORMATION

¹ Subject to possible changes: check the web site of the Teacher or the Department/School for updates.