



UNIVERSITY OF BASILICATA STUDIES
DEPARTMENT OF MATHEMATICS, INFORMATICS AND ECONOMICS

COURSE: Entrepreneurship and Innovation Capacity

ACADEMIC YEAR: 2019-2020

TYPE OF EDUCATIONAL ACTIVITY: (Basic, Characterizing, Affine, Free choice, Other): free choice

TEACHER: Giovanni Schiuma - Antonio Lerro

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website:

phone: +39.0971.205178

mobile (optional):

Language: italian

ECTS: (lessons e
tutorials/practice): 6 CFU

n. of hours: (lessons e
tutorials/practice): 42

Campus: Potenza
Dept./School: DiMIE
Program: Economia Aziendale

Semester: II

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

Knowledge and understanding: Capacity to understand and analyse all the aspects supporting the innovation capacity at personal and organizational level as well as the different stimuli to launch and develop start-ups and entrepreneurial activities, together with soft-skills capable to inspire and drive choices and entrepreneurial behaviors.

Applying knowledge and understanding: Capacity to develop and apply critical, lateral and creative thinking to enhance personal and organisational innovation capacity. Capacity to identify, understand and exploit gaps and opportunities to activate processes and projects of innovation and entrepreneurship.

Making judgments: Develop an interdisciplinary attitude to the interpretation, analysis and solution of innovation and entrepreneurial issues and challenges. Apply analytical and soft skills, integrating contents, practical applications, case examples, discussions with experts.

Communication skills: Ability to present and discuss a project of innovation or entrepreneurship. Be aware of the relevance of shaping a rich communication when transferring knowledge either for management purposes or for personal once. Understand how to convey messages and knowledge in an effective way,

Learning skills: Understand how to combine quantitative approaches and qualitative methodologies to analyse and propose innovation challenges. Develop soft skills and technical capabilities in order to investigate issues and propose creative and sustainable business ideas and solutions. Be aware of the relevance of working and learning as a team and be capable of contributing in group work.

PRE-REQUIREMENTS

SYLLABUS

Attitudes for entrepreneurship

Competences and tools for entrepreneurship

Creative thinking and idea generation for entrepreneurship and social innovation

Team building, empowerment, public speaking, leadership development

Entrepreneurship and strategy

Lean Start-up

Business Model Canvas, business model innovation and digital transformation

Human Resource Management, design-thinking, art-based management

Business Plan

Basics of intellectual capital management and IPR

TEACHING METHODS

Theoretical lessons, team working and project works, case-analysis and discussion, seminars of external experts

EVALUATION METHODS

Discussion of project work

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

- Presentations of the contents of the lectures held by the teacher
- Other texts and notes provided by the teacher



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- Byers, T.H., Dorf, R.C., Nelson, A.J., Vona, R. (2011) Technology Ventures – Management dell'imprenditorialità e dell'innovazione, McGraw-Hill, Milano.
 - Osterwalder, A., Pigneur (2010) Business Model Generation, Wiley, Hoboken, New Jersey.
 - Keeley, L., Pikkell, I., Quinn, B., Walters, H.(2018) I dieci tipi di innovazione, Casa editrice modelli di business.
 - Van der Pijl, P., Lokitz, J., Solomon, L.K. (2018) Design a better business, Franco Angeli, Milano
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INTERACTION WITH STUDENTS

Discussion and interaction in the classroom

Meeting days (I semester: Wednesday 12:00-13:00 (email of request by students is suggested); II semester: after the lectures

Relationships via e-mail

EXAMINATION SESSIONS (FORECAST)¹

II session: Monday 6 July 2020; Monday 20 July 2020

III session: Friday 4th September 2020; Monday 16th November 2020

SEMINARS BY EXTERNAL EXPERTS **YES** **NO**

FURTHER INFORMATION

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