

INTRODUCTION TO ENTREPRENEURSHIP

8 hours Course

Prof. Fabio ANTOLDI

Faculty of Economics and Law, Università Cattolica del Sacro Cuore, Piacenza

COURSE AIMS:

This course aims at answering two basic questions that often PhD students cope with: "what is entrepreneurship?" and "to what extent my research work can effectively contribute to the development of new products, new processes or even new firms?" Starting from these issues, the course wants to give a concrete opportunity to learn the basics of venturing and also to test participants' attitude towards entrepreneurship.

CONTENTS

- Introduction to entrepreneurship and innovation (basic concepts)
- The entrepreneurial process: how to move from a *Business Idea* to the *Business Plan*, passing through the *Business Model* design.
- Facing the market: customer segments and value proposition
- The key-actors of the start-up eco-system: start-uppers, firm incubators, business plan competitions, business angels, venture capitalists, etc.
- Presenting and defending your ideas in front of potential investors or partners: the pitch presentation
- The academic spin-offs: the rule and experience of Università Cattolica.

PhD Course

Tuesday 25th May 2021, 14:30-16:30

Tuesday 1st June 2021, 14:30-16:30

Tuesday 8th June 2021, 16:30-18:30

Tuesday 22nd June 2021, 14:30-16:30

[Click here to join the course](#)