

Course	Advanced Business Creation
Modules	no
credits (cfu)	6
hours	36
year running	2023/2024
semester	II
lecturer	Elena Borin
e-mail	e.borin@unilink.it
consultation time	After class on Wednesdays (18:00-18.30 pm) or by appointment
previously arranged by e-mail	

### LEARNING GOALS

*Link Campus University provides lecturer with the learning goals.*

### LEARNING AND SKILLS OUTCOMES

The course aims to provide students with advanced knowledge of business creation, entrepreneurship development and start-up creation and evaluation. At the end of the course, students have to:

1. **KNOWLEDGE AND UNDERSTANDING:** The course aims to provide students with background knowledge related to aspects of business creation, particularly business model analysis, the development of the business plan and the context of entrepreneurial development, as well as business evaluation and analysis tools.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** The course aims to provide students with knowledge related to the creation of business plans and business models, and of the evaluation of scenarios, results and business performance.
3. **MAKING JUDGEMENTS:** Upon completion of the course, the student should be able to reflect on his or her own on the mechanisms of start-up development, interpret the phenomena of creation in different contexts and performance, and demonstrate critical thinking in such analysis. In addition, he/she should have developed independent judgment and synthesis skills in relation to the entrepreneurial context.

### PRE-REQUISITE QUALIFICATIONS

Basic knowledge of economics and business management

### COURSE DETAILED CONTENTS

The teaching program includes the presentation and discussion of the following topics:

1. **Introduction: Entrepreneurship, Innovation and entrepreneurial opportunity creation**
  - From the entrepreneurial idea to business creation: opportunities and techniques for generating ideas, encouraging and protecting new ideas
  - Entrepreneurial ecosystems and ecosystems of innovation
2. **Company formation/Start-up practice**
  - ▶ Writing a Business Business Plan
    - The Company
      - Ownership structure
      - Mission statement

- Economic-financial objectives
- The market (Market description, Competition)
- Marketing Strategy
  - Critical success factors
  - Competitive Advantage
  - Positioning
- 3. Assessing a New Venture's financial strength: Economic aspects of business creation**
  - Predictions
  - Break Even analysis
  - Cash flow analysis
  - Balance Sheet analysis
  - Economic and financial ratios analysis
- 4. Getting Financing or Funding: Investment analysis**
- 5. Building a New Venture Team: Company organization**
- 6. Challenges of Growth**
  - Preparing for and evaluating the challenges of growth
  - Strategies for firm's growth
  - Franchising
- 7. Creating and sustaining an innovation culture**
- 8. Case studies and Laboratories in preparation to the final presentation**

## TEACHING METHODS

Lectures, case studies, group works

## TEACHING MATERIALS

Students are required to prepare for the examination by integrating the teaching materials discussed during the in-class lectures with the following compulsory textbook:

Barringer, B. and Ireland D. (2019), *Entrepreneurship – Successful Launching New Ventures, Global Edition*, Pearson

Students will be provided with further material during the course

## FINAL EXAM

Oral presentation, to be held during examination sessions, related to the preparation and presentation of a business plan.

## ASSESSMENT METHODS

Assessment methods concern:

1. **KNOWLEDGE AND UNDERSTANDING:** The exam will assess knowledge and understanding of aspects of business creation, particularly to the analysis of the business model, business plan and context of entrepreneurial development, as well as evaluation and analysis tools.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** The oral exam will assess, through a business plan presentation exercise and related measurement tools, the ability to apply the tools and techniques taught in the course.
3. **MAKING JUDGEMENTS:** During the discussion of the material presented during the oral

examination, the lecturer will test the student's independent judgment and ability to synthesize, as well as his or her ability to reflect on the mechanisms of creating and developing a performance.

### **MARKING CRITERIA**

Final oral exam: 100% of the total grade (minimum score to pass the exam 18/30, maximum 30/30)

The students will be evaluated according to the following criteria on a scale from 18 to 30:

- 1) below 18, in case of fragmentary and superficial content knowledge, errors in applying concepts, poor exposition;
- 2) between 18 and 20, in case of sufficient but general content knowledge, exposition simple, uncertainties in applying theoretical concepts;
- 3) between 21 and 23, in case of appropriate but not in-depth content knowledge, ability to apply theoretical concepts, ability to present content simply;
- 4) between 24 and 25, in case of appropriate and extensive content knowledge, fair ability to apply knowledge, ability to present content articulately;
- 5) between 26 and 27, in case of accurate and complete content knowledge, good ability to apply knowledge, ability to analyze, clear and correct exposition;
- 6) between 28 and 29, in case of broad, complete and thorough content knowledge, good application of content, good ability to analyze and synthesize, confident and correct exposition;
- 7) 30/30 e lode: in-depth, well-established ability to apply content, excellent ability to analyze, synthesize and make interdisciplinary connections, mastery of exposition.

### **FINAL RECOMMENDATIONS**

Students are recommended to carry out the exercises proposed during classes or for individual preparation.