
LAYOUT OF COURSE

Lesson plan 1: Organization and management

Opening a company: legal and administrative aspects

Opening a company requires the necessary activation of administrative and legal procedures that must be understood and handled by all aspiring entrepreneurs. This course, held by professionals with many years of experience, illustrates this formality in a simple and clear manner.

Opening a company in a start-up business incubator

Start-up business incubators are structures that provide the service of tutoring new start-ups. This module offers clarity regarding the role carried out by start-up business incubators within the entrepreneur system, in particular in Italy.

Company organisation for beginners: sales, purchases, production, research and development

Each company, even small companies, must choose and create an internal organisation in order to be efficient and to not waste their time and budget when reaching their deadlines and objectives. So, how can they do it? Four entrepreneurs explain how they learned from their own experiences.

Managing interpersonal relationships, attracting talent, creating a close team

A company walks with the 'legs' of its collaborators: the entrepreneur is therefore first and foremost a leader of men and women, called to give the best of him or herself. How will the leader position himself in relation to his or her collaborators? How can the collaborators be motivated? How can demotivation be avoided?

Lesson plan 2: Strategy

An entrepreneurial formula

This module illustrates an analysis model of the company positioning choices that delineate the sources of competitive advantage and company sustainability. The curriculum proposes the application of the model used by some companies.

Competitive strategies

This module illustrates the theme of competitive strategies and of the big choices made by companies in creating their competitive advantage. The course proposes an approach that is centred on activities and, as in the past, the theoretical aspect will consider and analyse concrete case study examples.

Today's business models: who uses what? who pays for what? who sells what?

In the past, the "business model" was clear: a company offered a product to a client and in exchange received payment. Today this is no longer the case: transport companies no longer have means of transport, distribution companies don't have warehouses, companies offer free services to millions of clients and still make hundreds of millions of euros in profit. So how is it all possible? Students will discover the secret of modern business modelling through examples such as Amazon, Uber and AirBnB using the Business Model Canvas tool.

Lesson plan 3: Finance, accounting and budgeting

The financial-economic model

This module illustrates the financial-economic model, including the values and main content in a budget, whilst demonstrating the simplicity of this tool as well as keys to reading and understanding the different values of this document including stock and dynamic values.

Managing prospects: economic accounts and the patrimonial state

This module develops the theme of budget analysis and in particular the technical aspects of reclassifying summaries. In particular, a methodological analysis allows the reorganisation of patrimonial prospects according to the criteria of reducing liquidity and the utilisation of economic reorganisation and management control.

The construction of an economic estimate

This module illustrates the techniques of formulating an economic estimate centred on the operating income and type of management. The methodology is centred on the distinction between variable (that is, connected to an elevated proportion of production vs sales) and fixed components.

The creation of a patrimonial estimate

This module illustrates the techniques of formulating a patrimonial estimate, lending particular attention to the active part (an investment plan and projection of the circulating net capital), as well as financial sources (identification of the mix between onerous external sources and auto-financing).

The analysis by index and decisional models

This module illustrates a second budget analysis tool represented by the index analysis. An initial course is offered in which the main index groups are presented and later analysed through particular case studies, such as how estimates are made as well as the calculations and interpretation of the more important quotients. Principal decisional models are introduced, in particular the "break even analysis" and "what if analysis".

Lesson plan 4: Marketing

Introduction to marketing: needs, client and market

A company survives and prospers only when it produces something that interests many clients – as long as it solves a problem. It's extremely important to evaluate how many clients are actually interested in our offer before becoming involved in difficult learning courses. The module illustrates the basis of marketing to the students.

No product is sold "alone". In order to be successful it is necessary to be tireless in systematically proposing our products to the clients who are interested in purchasing them: in short, it's necessary to sell. This module illustrates how this is done to the students.

From traditional marketing to digital marketing

This module illustrates the main tools used in traditional marketing, centred on the 4P model and later introducing the innovations made to move to digital marketing.

This module concludes with a testimonial from a communication company that is active in both traditional and digital marketing.

Lesson plan 5: Innovation management

Identifying and understanding macro-trends

An innovative company by definition proposes products to the market that no one else has proposed before. In order to complete this in an effective way, it is necessary to have our 'radar' ready to capture any signs of change and precede it. Through the analysis of macro-trends, students must identify and choose the best direction in which they should proceed in order to obtain the best results.

Validate and carry out an innovative idea

I've had an innovative, entrepreneurial idea that seems really good: how can I know if it's really any good? And what should I do to transform it into reality?

Intellectual property rights: what to pay attention to

An idea is easy to "steal", all you need is to know it and create it before anyone else. How can you protect an idea so as to not have it stolen by anyone else? Patents, copyright, trade secrets and company brands are among the tools that students will learn about.

Lesson plan 6: Managing partnerships

Why networking?

Collaborating with other companies is by now one of the most important ways to propose innovative products to the market. This module will be dedicated to the theme of collaboration and will be organised in different ways: From specific projects to structured collaboration in company networks.

Company networks

This module illustrates the concept of company networks and different contractual forms that are possible in Italy. The module concludes with the experience of an active network (with Partita IVA), highlighting the challenges and advantages of building a network.

Creating online research partnerships

Today all the results of scientific research and technology are freely accessible over the internet. This, together with efficient and economically accessible digital communication methods, allows the possibility of forming international collaboration directly on-line, without having to leave the company headquarters. This module illustrates to the students the tools and applications that make the reaching of this objective possible.

Managing relationships with organisations and institutions: influencing

A modern company is closely connected to many other organisations with which they must interact: clients, suppliers, investors and public institutions that determine the context of regulation and standardisation etc. Students will learn how a company, singularly or in collaboration with others, can influence this context in order to make it gradually more efficient in reaching their own growth objectives.

Lesson plan 7: Creativity process

Tools and methods for generating new ideas

An innovative company needs to create new ideas. Unfortunately, on the one hand, new ideas cannot be created on command, and on the other hand one can't expect to wait for possible inspiration whilst the rest of the world goes speeding ahead. Methods and tools do exist, however, to be used in order to favour the generation of new ideas that is needed today. This module trains the students to use these.

Lesson plan 8: Feasibility study

Presenting a convincing project idea: The H2020 Case Study

An innovative entrepreneur is convinced that his or her idea is the right one. But the entrepreneur must also be convinced that the idea is the right one. The entrepreneur must be able to convince others that the idea is reasonable, feasible and financial support is able to be obtained for the idea. This module illustrates the crucial elements in a feasibility study that follow guidelines that respect the financing requests of the European Commission H2020 programme. It is a good way to learn how to access European Community financing.

MVP: a feasibility study that can be reached

Is it best to work for a long time and reach each possible product function and option before proposing it to clients? And if it were realised too late that clients wanted a different function or option? The solution is the "Minimum Viable Product" illustrated in this module: an effective way to rapidly verify client interest and build a product specifically for the individual client.

Cloud computing: the infrastructure needed, from 20 to 500 €/per year

In order to quickly propose products to the market that cater to client interest and tastes, it's necessary to present an infrastructure that costs almost nothing. This is now possible with new information technology and students will learn all about this through real examples and case studies.

Lesson plan 9: Project management

Project Management for beginners

Bringing an innovative idea to the market based on discoveries made through research is a careful journey that requires much preparation before even beginning. It is important to be prepared for required resources, the ways in which risks and unforeseen events can occur, timing, relationships with financiers etc. This module illustrates to students fundamental and crucial techniques and skills needed.

Lesson plan 10: Fundraising

Traditional financing

This module illustrates national financing possibilities: from specific project financing (a sinking fund), to traditional financing through banking institutions.

Venture capital and equity crowdfunding

This module is dedicated to the theme of business angels and venture capitals, or better, those who privately finance capital for company development in exchange for a share in the company. The module also deals with the theme of equity crowdfunding.

The secrets to crowdsourcing

This module illustrates the phenomenon of crowdfunding and its evolution throughout time and the possibilities of accessing it at a national level.

Public financing: The Research Participant Portal of the CE

In the last ten years, public institutions have recognised the importance of innovative companies in the growth of countries and their territories, and many initiatives have begun to finance the more courageous entrepreneurs. The module demonstrates this through the illustration of case studies and the use of the Research Participant Portal of the European Commission, which students can begin to use in order to explore the possibilities of receiving support for their ideas.