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Entrepreneurship and start-up management

Friday, 3 May 2024 14:30 (1h 30m)

Syllabus outline:

1. What is an entrepreneur? (Lecture)
2. Approaches to the start-up phase (Lecture)
3. The lean start-up approach in action (Hands-on)

Objective competences:

1. An overview of the features of entrepreneurial activities
2. A discussion of various approaches that individuals may adopt when they start a new venture
3. An application of the lean start-up approach to a business case

Intended learning outcomes:

1. Knowing the economic function of entrepreneurship
2. Knowing the strengths and weaknesses of different patterns to the start-up
3. Being able to apply the principles of the “lean start-up” methodology to an entrepreneurial idea

Literature

1. Ries, E. (2011). The lean startup: How today’s entrepreneurs use continuous innovation to create radically successful businesses. Currency.
2. Eisenmann, T. R., Ries, E., & Dillard, S. (2012). Hypothesis-driven entrepreneurship: The lean startup. Harvard Business School Entrepreneurial Management Case, (812-095).

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