

## Syllabus

### Course description

<b>Course title</b>	<b>Entrepreneurship: How to set up a company - Pre-incubation program in collaboration with NOI Startup Incubator</b>
<b>Course code</b>	
<b>Scientific sector</b>	SECS-P/08
<b>Semester</b>	II
<b>Academic Year</b>	2020-2021
<b>Credits</b>	3
<b>Day and time of the lectures</b>	
<b>Location</b>	
<b>Total lecturing hours</b>	18
<b>Attendance</b>	
<b>Prerequisites</b>	Having done the Introduction to Entrepreneurship course is desirable.
<b>Specific educational objectives</b>	<p>This course deals with the more practical side of setting up a business. It covers questions of the legal form of the business, administrative practices, sources of financing in South-Tyrol but also questions of team building and equity distributions in new ventures. The course is a natural follow-up to the 'Introduction to Entrepreneurship' – course offered in the first semester.</p> <p>Parts of the course will be offered in collaboration with the Chamber of Commerce and will leverage on external expertise.</p> <p>In this course, students learn the essential practical steps in setting up a business.</p>
<b>Lecturer</b>	Christian Lechner, Facoltà di Economia piazza Università, 1 39100 Bolzano, christian.lechner@unibz.it, +39 0471 013200, <a href="https://www.unibz.it/it/faculties/economics-management/academic-staff/person/738-christian-manfred-lechner">https://www.unibz.it/it/faculties/economics-management/academic-staff/person/738-christian-manfred-lechner</a>
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	<i>English; Italian; German</i>
<b>List of topics covered</b>	<ol style="list-style-type: none"> <li>1) How and when to start a business</li> <li>2) Administrative procedures in setting up a business</li> </ol>

	<p>in South-Tyrol</p> <ol style="list-style-type: none"> <li>3) How to start up a start-up innovative in South-Tyrol</li> <li>4) Legal aspects and fiscal aspects of setting up a business</li> <li>5) Sources of financing in South-Tyrol</li> <li>6) Team building and equity splitting</li> </ol>
<b>Teaching format</b>	<p>The course includes frontal lectures, key readings, teaching case studies and media material. In class interaction will be fostered.</p>
<b>Learning outcomes</b>	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> <li>• Understand the practical aspects of setting up a business in South-Tyrol</li> <li>• Identify the elements of teams,</li> <li>• Consider financial conditions for starting a business venture.</li> </ul> <p>Making judgments</p> <ul style="list-style-type: none"> <li>• Develop skills to analyse the business environment in order to set up the most appropriate form of business,</li> <li>• Evaluate the effectiveness of different founding strategies,</li> </ul> <p>Learning skills</p> <ul style="list-style-type: none"> <li>• Identify critical issues in launching a new business,</li> <li>• Acquire the paractical skills in setting up a business.</li> </ul> <p>Communication skills</p> <ul style="list-style-type: none"> <li>• Develop communication skills for discussion with functional specialists.</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• <i>Written: written exam with review (multiple-choice)</i></li> </ul>
<b>Assessment language</b>	<i>Italian, German or English</i>
<b>Evaluation criteria and criteria for awarding marks</b>	<p>Single final grade is based on a multiple-choice test that covers all the areas dicussed during the course</p>
<b>Required readings</b>	<p>Recommended texts and notes will be provided at the end of each lecture, and included in the lecture slides.</p>
<b>Supplementary readings</b>	<p>Supplementary readings will be distributed and</p>

recommended to the students