

PhD in Entrepreneurship and Innovation

PRINCIPLES OF ENTREPRENEURSHIP

Academic Year	2018/2019
Title	Principles of Entrepreneurship
Credits	5
Level	Ph.D. Course
Scientific-Field	SECS-P/08
Semester	II semester
Year	1
Professor	Mario Sorrentino (mario.sorrentino@unicampania.it) Diego Matricano (diego.matricano@unicampania.it)
Venue	Università degli Studi della Campania “Luigi Vanvitelli” Università degli Studi di Napoli Parthenope

SYLLABUS

Course topics

The course “Principles of Entrepreneurship” aims to provide students with concepts and frameworks related to entrepreneurship so that they can comprehend entrepreneurial phenomena, generally meant, in a very complete way.

The course is divided into seven modules:

1. Principles of Entrepreneurship - basic concepts;
2. Sources of innovation and local and national systems of innovation;
- 3: Technology transfer and protection mechanisms of innovation;
- 4: New venture creation starting from research contexts;
- 5: Actions and tools supporting entrepreneurship;
- 6: Business Plan and Elevator Pitch;
- 7: Fund Raising.

Aims

Educational aims can be expressed through the so-called “Dublin descriptors”:

Knowledge and understanding

Students are expected to know about the main theories concerning entrepreneurship, at a general level.

Applying knowledge and understanding

Students should be able to apply in a proper way the theories studied and to recognize the main criticalities that can arise over entrepreneurial phenomena.

Making judgements

Students are expected to be able to analyze, in a critical way, problems that can arise over entrepreneurial phenomena and to write down – with a critical and constructive approach – a literature review or a short paper.

Communication skills

Students should be able to write down a literature review or a short paper using a technical language.

Learning skills

After attending the course, students are expected to be able to discuss about all the topics concerning entrepreneurship.

Teaching Materials

Papers, chapter, cases and lectures provided by the professor.

In itinere evaluation

Ph.D. students attending the course are evaluated individually, according to their participation in discussions and their presentations in the class. Students are expected to read selected papers, chapter, cases and lectures in advance in order to be ready to support their point of view during discussions and presentations made by other Ph.D. students in the class.

Final Test

At the end of the course, Ph.D. students are expected to write down a literature review or a short paper about one of the topics that have been discussed. The aim of the final test is to verify their ability to identify, compare and discuss different trends of research about a specific topic.

Teaching methods

Learning is mainly based on personal studying. During the course, students are involved in individual exercises and in conferences and seminars in order to combine theory and practice.

Language

Italian and English