



#### CYCLE OF SEMINARS

3 CFUs (extra-activities)

LECTURER : PROF. VITTORIO DE PEDYS , ESCP EUROPE

#### **COURSE PROGRAMME AND TOPICS**

1. INTRO : WHAT IS ENTREPRENEURSHIP
2. ENTREPRENEURIAL FIRMS
3. SPOTTING THE OPPORTUNITY . INNOVATION
4. FOUNDATIONS OF INTERNATIONAL ENTREPRENEURSHIP
5. BUSINESS MODELS AND BUSINESS PLANS
6. MANAGING THE GROWING VENTURE
7. PREDICTING ENTREPRENEURSHIP FROM FINANCIAL STATEMENTS AND AN ITALIAN CASE EXAMPLE (PIEMONTECH)
8. MANAGING RISK AND VALUATION OF DEALS. EXIT STRATEGY
9. BLUE OCEAN STRATEGY
10. HOW VENTURE CAPITAL EVALUATES NEW VENTURES

CLASS DISCUSSION AND BUSINESS CASES PROVIDED BY THE LECTURER WILL BE PART OF THE COURSE.

FINAL EVALUATION: ORAL OR WRITTEN TOPIC DISCUSSED INDIVIDUALLY BY STUDENTS

#### **LESSONS DATES PLAN**

LESSON 1 : MONDAY 7<sup>TH</sup> OCTOBER 2013 , HRS. 11.00-13.00 (classroom S7)

LESSON 2 : MONDAY 7<sup>TH</sup> OCTOBER 2013, HRS. 16.00-18.00 (classroom S7)

LESSON 3 : TUESDAY 8<sup>TH</sup> OCTOBER 2013, HRS. 16.00-18.00 (classroom S7)

LESSON 4 : WEDNESDAY 9<sup>TH</sup> OCTOBER 2013 , HRS. 11.00-13.00 (classroom S6)

LESSON 5 : WEDNESDAY 9<sup>TH</sup> OCTOBER 2013, HRS. 16.00-18.00 (classroom S7)

LESSON 6 : THURSDAY 10<sup>TH</sup> OCTOBER 2013, HRS. 9.00-13.00 (classroom S6)

LESSON 7 : MONDAY 14<sup>TH</sup> OCTOBER 2013 , HRS. 16.00-18.00 (classroom S7)

LESSON 8 : TUESDAY 15<sup>TH</sup> OCTOBER 2013 , HRS. 16.00-18.00 (classroom S7)

LESSON 9 : SATURDAY 19<sup>TH</sup> OCTOBER 2013 , HRS. 9.00-13.00 (classroom S7)

LESSON 10 : MONDAY 21<sup>ST</sup> OCTOBER 2013 , HRS. 11.00-13.00 (classroom S7)