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VP06_DIP_ECO

Visiting Professor Program
Academic year 2020/2021

DEPARTMENT OF ECONOMICS AND STATISTICS "COGNETTI DE MARTIIS"

TEACHING COMMITMENT: 36 hours

COURSE TITLE

Entrepreneurship

TEACHING PERIOD
1st term

SCIENTIFIC AREA
Economics

LANGUAGE USED TO TEACH
English

COURSE SUMMARY
The course aims at providing students with the theoretical knowledge and analytical tools that are required in order to identify and exploit entrepreneurial opportunities for innovation. The course centers on critical issues related to the development of startups and the introduction of new products, with an emphasis on the drivers of business in a challenging new marketing environment. In line with the general learning objectives of the Bachelor of Science in "Economia e Statistica per le organizzazioni", special attention is devoted to how to bring data science and machine learning into effective use in an entrepreneurial setting. Data science methods and tools that can be exploited to perform market analyses, to provide insights informing business decisions, as well as to successfully develop new business models and entrepreneurial ventures, will be introduced.

LEARNING OBJECTIVES
Upon completion, students should have acquired a basic knowledge and understanding of entrepreneurship research, as well as of market research based on data analysis. By gaining expertise in the analytical and data-driven evaluation of product and consumer characteristics,

students will acquire business skills by learning how to bring an innovation to the market and developing a successful business model. In particular, they will be able to apply data science models and tools to the understanding of market segmentation and product differentiation strategies.

TUTORSHIP ACTIVITIES (IF APPLICABLE)

LAB ACTIVITIES (IF APPLICABLE)

OTHER ACTIVITIES (IF APPLICABLE)

VISITING PROFESSOR PROFILE DESCRIPTION

The visiting professor should demonstrate:

- experience in the teaching (particularly at the undergraduate and postgraduate levels) of entrepreneurship;

- experience in research in entrepreneurship, possibly documented by publications in peer-reviewed journals;

- (theoretical or practical) expertise in the use of statistical analysis for identifying market trends and business opportunities, with emphasis on data science methods and tools.

CONTACT PERSON AT THE DEPARTMENT

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