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# Testi del Syllabus

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Resp. Did. **ABRAM ROCCO** **Matricola: 015222**

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Docente **ABRAM ROCCO, 3 CFU**

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Anno offerta: **2017/2018**

Insegnamento: **998SV - BUSINESS PLANNING**

Corso di studio: **SM54 - NEUROSCIENZE**

Anno regolamento: **2017**

CFU: **3**

Settore: **SECS-P/07**

Tipo Attività: **D - A scelta dello studente**

Anno corso: **1**

Periodo: **Secondo Semestre**

Sede: **TRIESTE**

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## Testi in italiano

**Lingua insegnamento** INGLESE

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## Testi in inglese

	English
	This course covers the process of identifying and quantifying market opportunities, then conceptualizing, planning, and starting a new, technology-based enterprise. Students develop detailed business plans for a startup.
	Aulet, Bill. "Disciplined Entrepreneurship: 24 Steps to a Successful Startup", Wiley, 2013. ISBN: 9781118692288
	Start own business, further develop an existing business, be a member of a management team in a new enterprise, or better understand the entrepreneur and the entrepreneurial process.
	Basic knowledge of mathematics, including at least functions drawing and 2D plots
	Lectures

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Students, in groups of maximum three people, are required to submit a Business Plan that will be used as a basis for an individual final oral examination. The oral examination consists in a discussion of 20 min, during which the student is invited to describe and comment on topics covered in the Business Plan and in the course.

Course introduction and elements and role of a business plan. Objectives and viable business ideas. Idea generation. Analyzing ideas and inspirations. Idea filtering / sanity check. Speed dating for team formation. Team formation and idea refinement. Market segmentation and primary customer research. Target customer. Moving from the broad list of potential markets to specific targets. Market segmentation and how to do primary customer research. Determining what you can do for your customer. Defining and refining what makes you unique. Simulation lab on marketing plan. Competitive advantage. Business economics: cost of customer acquisition. COCA examples and discussion. How to make money off your product, i.e., how to capture value. How do you make your business economically sustainable and attractive?. Business plans and designing a business model. Sales and distribution. Go-to-market simulation lab. How to design and build your product?. Nuts and bolts of building your financial statements. Financials. Product definition. Development to delivery. Legal considerations to start a company. Scaling the business. Team section and how to present a business plan. Troubles ahead. How to help an entrepreneurial company. Entrepreneurial finance.