

ENTREPRENEURSHIP BOOTCAMP

For the students who will NOT attend classes, in addition to reading the online syllabus, a meeting with Bettinelli during her office hours is strongly recommended so that the student can ask questions and clarify all of her/his doubts on the list of readings that must be prepared for the exam.

SCHEDULE AND DEADLINES FOR ATTENDING STUDENTS:

SEPTEMBER

Week 1 (20 hours)

Kathleen Randerson “Entrepreneurship: The What and the How”

25 sett 8.30-12.30

26 sett 8.30-14.30

27 sett 8.30-12.30

28 sett 10.30-12.30

29 sett 14.30-18.30

7th OF OCTOBER DEADLINE TO SEND THE STATUS REPORT TO KATHLEEN RANDERSON (turnaround feedback from the instructor: not later than the 12th)

On the 12th: from 9 to 12 possibility for the students to discuss on Skype with Prof. Randerson (please organize with the tutor to schedule the meeting)

OCTOBER

Week 2 (8 hours)

Cristina Bettinelli “Market Research for a new Venture”

26th of October: Bettinelli introduces “how to do a market research for a new venture”

27th of October: Students present their idea (work done with Randerson) and work plan for a Market Research

3th of November: fine tuning with Bettinelli on work in progress

6th OF NOVEMBER AT 9.00 DEADLINE TO SEND THE STATUS REPORT TO CRISTINA BETTINELLI at 2.00 in room XX last suggestions (oral feedback to each group and preparation for the next presentation)

NOVEMBER

Week 3 (8 hours)

Rebecca Fakoussa “Financial planning”

9th : h. 12.30-2.30pm + 4.30-6.30pm; Presentation to Rebecca Fakoussa of the idea and the market research

10th : h. 8.30-10.30 am + 2.30-4.30 pm. Lectures on “Financial Forecasts for a New Venture”

21 at 13.00 November Mid Term

30TH OF NOVEMBER DEADLINE TO SEND TO REBECCA FAKOUSSA AND SIMONE GANDOLFI THE STATUS REPORT

DECEMBER

3rd OF DECEMBER DEADLINE FOR THE INSTRUCTORS (FAKOUSSA AND GANDOLFI) TO GIVE A FEEDBACK

Dr Gandolfi: Thursday 7 Dec 14.30-16.00 coaching with a CFO on the financials (reserved to those who still have open issues in their financial forecasts)

Week 4 (10 hours)

Prof Karlsson

11 dic 8.30-12.30

12 dic 8.30-12.30

13 dic. 8.30-10.30

19 December final presentations (with Bettinelli and External committee): 9.30-12.30