

## 2. Micro-course description (template)

**Module:** European (digital) entrepreneurship with a Mission

**Academic year:** 2023-2024

**Credits:** 2 ECTS

**Lecturer:** Jessica Lucchetta and Lorenzo Angeli

**Institution:** University of Trento

**Period:** from March to May, 2024

**Description:** The last four years have shaken the Western world, bringing forward a renovated sense of urgency with respect to challenges that were deemed surpassed such as pandemics, wars, energy security, and food supply chains.

This micro-course aims at building an understanding of entrepreneurship grounded on a long-standing European tradition of analysing and tackling societal challenges. The course aims, starting from familiar intuitions about entrepreneurship, to grow a seed of change in two commonly-held assumptions about entrepreneurship: one that sees entrepreneurship (exclusively or mostly) under a growth and profit lens; and another that sees entrepreneurship as an activity that is carried out (mostly) in business contexts.

The course will cover a number of state-of-the-art reflections on sustainably innovating business models, the role of nation-states (and sovra-national organisations) in innovation, the EU's "missions" approach in the current Horizon Europe Framework Programme. Towards the end of the course, students will learn how to apply these perspectives in one's own entrepreneurial project, be it in the form of starting a business, conducting an intrapreneurial project, in research, in requesting publicly-funded grants, or in the form of NGOs.

### Entrepreneurial areas and competencies:

Areas	Entrepreneurship Competences	Level of acquisition (C1, C2 or C3)	Category of competences	Evaluation / Competence assessment method
1.Ideas and opportunities	1.1 Spotting opportunities	C1	Understanding	<p><b>Technique:</b> Final presentation and assignments.</p> <p><b>Theme:</b> within the "Sustainable Business Model Innovation (SBMI)" and "EU missions" sessions.</p> <p><b>Learning outcome:</b> students present two possible ideas for Sustainable Business Model Innovation (SBMI) strategies using their</p>

				abilities to spot opportunities.
	1.2 Creativity	C2	Applying	<p><b>Technique:</b> Final presentation and in-class discussions with teachers</p> <p><b>Theme:</b> within the "Sustainable Business Model Innovation (SBMI)" and "EU missions" sessions.</p> <p><b>Learning outcome:</b> students start from a BM idea, develop several opportunities to tackle an EU mission, then explore possible innovative and sustainable approaches, and finally combine every step to get a sustainable business model.</p>
	1.5. Ethical and sustainable thinking	C2	Applying	<p><b>Technique:</b> report submission and in-class discussion</p> <p><b>Theme:</b> within the "Working with the Future and the role of policy" and "Your sustainable business model innovation" sessions.</p> <p><b>Learning outcome:</b> students redesign a BM to have an important impact on one of the European missions of the Horizon Europe Framework Programme. Students reflect on the consequences that the proposed changes would bring and present some considerations about the sustainability of their idea and its societal impacts.</p>
2. Resources	2.3 Mobilizing resources	C2	Applying	<p><b>Technique:</b> assignments</p> <p><b>Theme:</b> within the "EU missions" session.</p>

				<b>Learning outcome:</b> students find possible European fundings for their business idea oriented to the EU missions.
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**Module delivery:**

Delivery	Activity (in chronological order)	Hours	Dates and time	Content and materials
Asynchronous	<p><u>Individual Student work: 1 hour.</u> Tasks:</p> <ul style="list-style-type: none"> <li>• <i>Watch the videos</i></li> </ul> <p><u>Assignment: 2 hours.</u> Task:</p> <ul style="list-style-type: none"> <li>• <i>Solve the proposed exercise ("Evil-ifying" a Non-Profit)</i></li> </ul>	3	Week of February 26th	Business modelling basics - Watch recap videos - Complete the "BM basics" exercise
Asynchronous	<p><u>Individual Student work: 2 hours.</u> Tasks:</p> <ul style="list-style-type: none"> <li>• <i>Read the content provided by the teacher</i></li> </ul> <p><u>Assignment: 1 hour.</u> Task:</p> <ul style="list-style-type: none"> <li>• <i>Answer the questions about the reading</i></li> </ul>	3	Week of March 4th	(Guided) reading and analysis of Chapter 2 of "The Entrepreneurial State" (Mazzucato, 2013). Main content: Myths about innovation and its financing Nation-states and sovra-national organisations as innovation drivers
Asynchronous	<p><u>Individual Student work: 2 hours.</u> Tasks:</p> <ul style="list-style-type: none"> <li>• <i>Read the content provided by the teacher</i></li> </ul> <p><u>Assignment: 1 hour.</u> Task:</p> <ul style="list-style-type: none"> <li>• <i>Complete the exercise with the Hypothes.is tool</i></li> </ul>	3	Week of March 4th	(Guided) Reading and analysis of key policy documents on the "missions" approach to the Horizon Europe Framework Programme Main principles of EU Missions The five EU Missions Achieving impact in EU Missions Hypothesis Browser extension for a collaborative assignment

Asynchronous	<p><u>Individual Student work: 3 hours.</u> Tasks:</p> <ul style="list-style-type: none"> <li>• <i>Read the content provided by the teacher</i></li> </ul> <p><u>Assignment: 1 hour.</u> Task:</p> <ul style="list-style-type: none"> <li>• <i>Answer the questions about the reading</i></li> </ul>	4	Week of March 11th	<p>(Guided) reading and analysis of chapter 7 and 9 of "Working with the Future" (Poli, 2019)</p> <p>Introduction to:</p> <ul style="list-style-type: none"> <li>- Evidence-based Policy</li> <li>- Collective intelligence</li> <li>- Anticipatory governance</li> </ul>
Asynchronous	<p><u>Individual Student work: 3 hours.</u> Tasks:</p> <ul style="list-style-type: none"> <li>• <i>Read the content provided by the teacher</i></li> </ul> <p><u>Assignment: 1 hour.</u> Task:</p> <ul style="list-style-type: none"> <li>• <i>Answer the questions about the reading</i></li> </ul>	4	Week of March 25th	<p>(Guided) reading and analysis of the "Sustainable Business Model Innovation" (SBMI) paper (Geissdoerfer, 2018)</p>
Asynchronous	<p><u>Assignment: 3 hours.</u> Task:</p> <ul style="list-style-type: none"> <li>• <i>Redesign a business model to have an important impact on one of the European missions of the Horizon Europe Framework Programme.</i></li> </ul>	3	Week of March 11th	<p>Structured exercise on drafting/redesigning a missions-oriented BM.</p>
Asynchronous	<p><u>Assignment: 4 hours.</u> Task:</p> <ul style="list-style-type: none"> <li>• <i>Redesign a mission-oriented business idea using SBMI principles.</i></li> </ul>	4	Week of April 1st	<p>Structured exercise on combining the missions-oriented approach with SBMI.</p>
Asynchronous	<p><u>Assignment: 3 hours.</u> Task:</p> <ul style="list-style-type: none"> <li>• <i>Group work, design a SBMI.</i></li> </ul>	4	Week of April 8th	
Asynchronous	<p><u>Assignment: 8 hours.</u> Task:</p>	8	Until April 17th	<p>Prepare a 10' presentation on the (re)design of a business model oriented</p>

	<ul style="list-style-type: none"> <li>Group work, presentation preparation</li> </ul>			to one of the "missions" discussed in class.
<b>Synchronous</b>	Attend the "opening session" live lecture	2	February 28th 2PM	<ul style="list-style-type: none"> <li>Introduction to the micro-course</li> </ul>
<b>Synchronous</b>	Attend the "The role of nations and Horizon Europe" live lecture	2	March 6th 2PM	<ul style="list-style-type: none"> <li>The "missions" approach in Horizon Europe and the "Entrepreneurial State"</li> </ul>
<b>Synchronous</b>	Attend the "Working with the Future and the role of policy" live lecture	2	March 13th 2PM	<ul style="list-style-type: none"> <li>Deconstructing the many dimensions of "sustainability" and mapping them on European policy</li> </ul>
<b>Synchronous</b>	Attend to the session "Sustainable business model innovation"	2	March 28th 2PM	<ul style="list-style-type: none"> <li>Sustainable Business Model Innovation</li> </ul>
<b>Synchronous</b>	Attend the "Your sustainable business model innovation" live lecture	2	April 3rd 2PM	<ul style="list-style-type: none"> <li>(Re)imagining business models, projects and organisations through the "missions" approach</li> </ul>
<b>Synchronous</b>	Attend the "Group work final presentations" closing session	4	April 17th 2PM	<ul style="list-style-type: none"> <li>Course wrap-up and presentations</li> </ul>

**Total 50 hours (2 ECTS)**

**Number of hours in ASYNC delivery: 36**

**Number of hours in SYNC delivery: 14**

<b>European values</b>	<b>Covered in 2<sup>nd</sup> interaction (select the European values included in your micro-course)</b>	<b>How will be European values covered (describe how the European Values will be used/discussed/etc.)</b>
<b>Human dignity</b>	<b>X</b>	<p>During the first introductory lesson, teachers present what the European values are and engage a discussion with students.</p> <p>Students must ensure in their assignments that their BMs are considering the EU values and are oriented to one EU Mission</p>
<b>Freedom</b>	<b>X</b>	
<b>Democracy</b>	<b>X</b>	
<b>Equality</b>	<b>X</b>	
<b>Rule of law</b>	<b>X</b>	

<b>Human rights</b>	<b>X</b>	and they reflect on the societal impacts of their choices.
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