

Micro-course by University of Trento

Module: European (digital) entrepreneurship with a Mission

Academic year: 2022-2023

Credits: 2 ECTS

Lecturer: Lorenzo Angeli (plus support staff)

Institution: University of Trento

Period: from March to May 2023

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 supra-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	Category of competences	Evaluation / Competence assessment method
1. Ideas and opportunities	1.1 Spotting opportunities	C1	Understanding	Final presentation, plus in-class discussions with course teachers
	1.2 Creativity	C2	Applying	
	1.3 Vision	C3	Creating	
	1.4 Valuing ideas	C3	Evaluating/Creating	
	1.5 Ethical and sustainable thinking	C3	Creating	
2. Resources	2.3 Mobilising resources	C2	Applying	

	2.5 Mobilising others	C1	Understanding	
3. Into action	3.3 Coping with uncertainty, ambiguity, and risk	C1	Understanding	
	3.5 Learning through experience	C2	Applying	

Module delivery:

Delivery	Activity (in chronological order)	Hrs	Date	Content and materials
Asynchronous	<i>Individual student work:</i> Foreseen time (independent study): 3 hrs	3	Week of April 3 rd	Business modelling basics - Watch recap videos - Complete the "BM basics" exercise
	<i>Individual student work:</i> Foreseen time (independent study): 3 hrs Foreseen time (assignment): 1 hr	4		(Guided) reading and analysis of Chapter 2 of "The Entrepreneurial State" (Mazzucato, 2013). Main content: Myths about innovation and its financing Nation-states and supra-national organisations as innovation drivers
	<i>Individual student work</i> Foreseen time (independent study): 2 hrs	2		(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
	<i>Individual student work:</i> Foreseen time (independent study): 3 hrs Foreseen time (assignment): 1 hr	4		(Guided) reading and analysis of chapter 7 and 9 of "Working with the Future" (Poli, 2019) Introduction to: - Evidence-based Policy - Collective intelligence - Anticipatory governance
	<i>Individual student work:</i> Foreseen time (independent study): 3 hrs	4		(Guided) reading and analysis of the "Sustainable Business Model Innovation"

	Foreseen time (assignment): 1 hr			(SBMI) paper (Geissdoerfer, 2018)
	<i>Individual student work:</i> Redesign the business model from the "basics" exercise using SBMI principles. Foreseen time (independent study): 1 hr Foreseen time (assignment): 2 hrs	3		
	<i>Individual student work:</i> Foreseen time (independent study): 1 hr Foreseen time (assignment): 3 hrs	4		Structured exercise on drafting/redesigning a missions-oriented BM.
	<i>Group student work (in pairs):</i> Foreseen time (assignment): 4 hrs	4	Week of Apr. 24th	Structured exercise on combining the missions-oriented approach with SBMI.
	<i>Group student work (in pairs):</i> Foreseen time (assignment): 8 hrs	8	Until May 10th	Prepare a 10' presentation on the (re)design of a business model oriented to one of the "missions" discussed in class.

Delivery	Activity (in chronological order)	Hours	Dates	Content and materials
Synchronous	<i>Live-streamed online lecture (with exercises)</i>	2	March 29 th 5PM	Introduction to the micro-course
	<i>Live-streamed online lecture</i>	2	April 5 th 5PM	The "missions" approach in Horizon Europe and the "Entrepreneurial State"
	<i>Live-streamed online lecture</i>	2	April 12 th 5PM	Deconstructing the many dimensions of "sustainability" and mapping them on European policy
	<i>Live-streamed online lecture</i>	2	April 19 th 5PM	Sustainable Business Model Innovation
	<i>Live-streamed online lecture</i>	2	April 26 th 5PM	(Re)imagining business models, projects and organisations through the "missions" approach
	<i>Live-streamed online</i>	3	May 10 th	Course wrap-up and

Delivery	Activity (in chronological order)	Hours	Dates	Content and materials
	<i>lecture + Presentations</i> <ul style="list-style-type: none"> • Course wrap-up (1hr) • Presentations (2hrs) 		5PM	presentations

Total 50 hours (2 ECTS)

Number of hours in ASYNC delivery: 36

Number of hours in SYNC delivery: 14