HUMANITIES SUMMER SCHOOL

‘Make’ in Italy: an Introduction to Entrepreneurship and Startpping

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20 June–1 July 2022, Monday–Friday, 10:00–13:00
PLEASE NOTE THAT OUR TIMETABLE REFERS TO CENTRAL EUROPEAN SUMMER TIME

The entrepreneur is an agent of change and an innovator who seizes opportunities and needs in a wide range of fields. Radical and rapid changes in new technologies, such as Information Technologies, biotechnologies, new materials, renewable energies, and the opportunities coming from a globalized and interconnected economy encourage the establishment of startups ready to act in different sectors. A new approach to health, aging and lifestyles also opens entrepreneurial possibilities. Moving from an analysis of the specific features of ‘made in Italy’ and of ‘family business’, both at the core of the Italian economic system, the course develops the idea that entrepreneurial culture fosters innovation in all spheres. The course is mainly lab-oriented and challenges students to explore innovative ideas of business and discover their entrepreneurial potential.

At the end of the course students will be able to:
- analyze the value of an entrepreneurial idea through different perspectives
- know the tools needed to establish and develop a startup.

Exam
At the end of the module, the teams formed by students will present the business idea developed during the course. Grades will be assigned on the basis of such presentation.

Reading list

For further information, please contact humanitiessummerschool@unibg.it