



UNITAFRICA

*Empowering the Academic Cooperation between Italy and Africa for
fostering the quality and effectiveness of the higher education
systems in a mutual learning environment*

TNE23-00050 - CUP D81I24000280007

Course	Title: Entrepreneurial thought and action
Organizing Institutions	Leading university University of Bergamo Co-organizing Universities: Wolaita Sodo University
Target participants	Master students, PhD students Restricted to students enrolled at Wolaita Sodo University
Objectives of the course (max 150 words)	The key learning objectives of this module are (what we want you to learn by the end of it): <ol style="list-style-type: none"> 1. Develop an awareness of entrepreneurship as a process where failure is a learning experience to act upon 2. Identify the set of resources needed to turn an idea into an entrepreneurial opportunity 3. Identify paths of value creation through business modelling 4. Critically listen to feedback providers and act upon it
Strategic thematic area	STRATEGIC THEMATIC AREAS (highlight the focus topic of the call): <ol style="list-style-type: none"> A. Ecological transition and digitalization) B. Rural development, land management, agrifood and food supply chains; C. Health, water and hygiene, One Health; D. Sustainable Energy, environment and natural resource management; E. <u>Entrepreneurial and industrial development for local prosperity;</u> F. Cultural heritage and sustainable tourism; G. Social Sciences and Humanities. <p>SDGs: 1 (No poverty), 2 (Zero Hunger), 8 (Decent work and economic growth)</p>
Abstract (max 300 words)	This course focuses on exploring and practicing creativity, innovation, and new venture creation. Participants will engage in identifying and defining specific needs and solutions using a design thinking approach. It serves as a starting point for developing a new business, emphasizing the process of recognizing and evaluating entrepreneurial opportunities, mobilizing resources, and building teams to create value at both individual and societal levels.



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	<p>Rather than providing a comprehensive overview of entrepreneurship, this course offers an immersive experience in discovering, creating, and assessing early-stage opportunities. While it does not cover all the complexities of entrepreneurial practice—such as finance, organizational structures, or intellectual property protection—it expands participants' perspectives on how to define and generate value in innovative ways. The course encourages participants to explore what is valuable not only for themselves but also for others, including individuals, organizations, and society as a whole. Through a combination of lectures, workshops, and hands-on labs, participants will gain practical experience in applying creative problem-solving methods. This structure fosters an interactive learning environment where students can experiment, collaborate, and refine their ideas in real-world contexts. By the end of the course, participants will have a solid foundation in evaluating and developing new business ideas, equipping them with the skills to pursue entrepreneurial opportunities beyond the classroom.</p> <p>Designed as an introduction to entrepreneurial thinking, the course challenges students to shift their mindset toward innovation and proactive problem-solving. It provides essential tools and methodologies to navigate uncertainty, adapt to change, and create meaningful impact. Ultimately, participants will expand their ability to assess and generate value across diverse contexts, fostering a deeper understanding of entrepreneurship in practice.</p>
Period	From 19/05/2025 – to 23/05/2025
Place	Wolaita Sodo University - Ethiopia
Teaching delivery mode	In person
Language	English
Final test	Presentation of team based project
How to apply	Link
Contacts	<p>Prof. Laura Mariani – laura.mariani@unibg.it</p> <p>Prof. Mariarosca Scarlata – mariarosca.scarlata@unibg.it</p>



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<p>Extended programme</p>	<p>To achieve the module aims, the sessions will focus on:</p> <ol style="list-style-type: none"> 1. Idea generation and opportunity recognition (theory and practice). <p>Analysis of creative processes for developing new business ideas and tools for identifying market opportunities, combining both theoretical and practical approaches.</p> <ol style="list-style-type: none"> 2. Customers identification and acquisition <p>Strategies for identifying customer segments, defining the target market, and implementing actions to acquire customers.</p> <ol style="list-style-type: none"> 3. Market research for a new venture <p>Methods and tools for analyzing the market, assessing demand, studying competition, and gathering relevant data for launching a new business.</p>
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