International Entrepreneurship and MIM Business Challenge

MIM - Master (Laurea Magistrale) in International Management, www.mim.unitn.it
MAIN - Master (Laurea Magistrale) in Innovation Management, www.graduatemain.eu

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Class hours: 48 (8 ECTS for Department of Economics and Management students)

1. IE Course and its Objectives
The course aims to give an inside-out, hands-on entrepreneurial perspective about international multicultural business. To achieve this goal students will be exposed to the principles and practice of innovation management and successful international partnerships from the birth of the business idea to the generation of a consistent revenue stream.

Participants will be coached step-by-step through all the phases in order to provide them with the tools and empowerment to successfully start-up their own innovative international business, to lead their future as startupperers, managers, or to evaluate and improve the effectiveness of an existing alliance in a multicultural environment.

Students who want to focus specifically on starting up their own company on the base of their ideas will have also the chance to attend Start Up Lab (SUL) course (24 hours) where they will be trained specifically on how to enhance and strengthen their business idea.

In order to transfer such entrepreneurial concepts immediately into practice participants will be encouraged and guided into the development of their own entrepreneurial project through IE course and SUL. The four best projects will enjoy free admission to Innovaction Lab 2.0 at Trento Rise where students will be personally coached and provided the opportunity to pitch their projects to Venture Capitalists for seed financing.

All IE/SUL projects are eligible for the MIM Business Challenge, the international competition organized by the University of Trento aimed to launch participants in the galaxy of global young entrepreneurs. The MIM Business Challenge winning team will be sponsored by the University of Trento to attend the VT Knowledge Works (http://www.vtknowledgeworks.com/), a contest organized by the Virginia Tech University (USA) with the chance of winning the first prize of 25.000 USD and to have eventually its project financed.

2. Contents
The course is divided into four blocks:

1. IE Course and its Objectives
2. Contents
Block 1:
- Creativity, lateral thinking, brainstorming techniques
- Business modeling in a multicultural, volatile business environment until being able to create an investor package
- Principles of idea presentation and pitching
- Cooperation issues and teamwork

Block 2:
- International alliances: scope of alliance, structure and organization of a cooperation, partner selection, coopetition.
- Coordination issues

Block 3:
- Multicultural negotiation and conflict resolution.
- Principles of NLP into practice
- The contract seen from a non-legal point of view. Negotiation issues involved. IPR from a non-legal point of view.

Block 4:
- Ramp up, scalability, growth and stabilization of a new business either in the division of a big company or in a start-up
- Specificity of lean control in a fast growing company
- Pathologies of an alliance: IPR issues, deadlock, conflict escalation, breach, termination all analyzed from a non-legal point of view

Throughout the duration of the course the students will be exposed to many business cases the instructor experienced personally thus providing the opportunity to simulate all possible “what if” situations.

3. Participants
The course is open to graduate students of the University of Trento; in particular to MAIN, MIM and some other Management students (from other graduate programs), a selected number of graduate students in DISI, Engineering, Economics, Biology/Biotech and Cognitive Science, including PhD students, Post-doc and researchers.
For MIM and MAIN students who are selected as finalists for the MIM Business Challenge during the International Entrepreneurship course participation to Start Up Lab is mandatory to strengthen their Business Idea and acquire additional focused competences.

4. Grading
40% final written exam
50% individual or group final paper valid for MIM Business Challenge
10% class participation
5. MIM Business Challenge

MIM Business Challenge is the international student startupper competition organized by the University of Trento, Department of Economics and Management (DEM), aimed to launch participants in the galaxy of global young entrepreneurs.

To attend the MIMBC students shall successfully attend the course of International Entrepreneurship. One of the exam tests of IE consists in the presentation of an innovative project. The best 4 projects will become MIMBC finalists.

MIMBC finalists have to attend Start Up Lab course with the target to strengthen their Business Idea and acquire additional focused competences.

MIMBC finalists will also have free admission to Innovaction Lab 2.0 at Trento Rise where students will be personally coached and provided the opportunity to pitch their projects to Venture Capitalists for seed financing. The MIMBC winner will be selected during Innovactio Lab finals.

The MIMBC winning team will be sponsored by the DEM and Trento Rise to attend the VT Knowledge Works (www.vtknowledgeworks.com), a contest organized by the Virginia Tech University (USA) with the chance of winning the first prize of 25,000 USD and to have eventually its project financed.