



IMPRENDITORIALITA' E BUSINESS PLANNING M - Z

SECS-P/08 - 9 CFU - 2° Semester

Teaching Staff

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LEARNING OBJECTIVES

Entrepreneurship: theoretical perspective and case studies.

Business Planning: Business creation, innovation and financial.

DETAILED COURSE CONTENT

Entrepreneurship: theoretical perspective and case studies.

Business Planning: Business creation, innovation and financial.

TEXTBOOK INFORMATION

1. SCHILLACI C.E., ROMANO M., "Straight up. Percorsi strategici per nuove imprese", Milano, McGraw-Hill Education, 2016.
 2. STUDIUM.
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