

PhD Polytechnic School

Università degli Studi di Napoli Federico II

Module Title: Academic Entrepreneurship

Lecturer: Pierluigi Rippa

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Department of Industrial Engineering

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CV (fino a 500 car.): Associate professor of Engineering Management, Engineering Management Master Degree Coordinator, Director of StartCup Campania 2023. His teaching experience is the field of entrepreneurship and strategy as well as his research activities.

Dates and Locations (rooms are in ed.XX, floor I, via Claudio 21, Napoli)

Date	Hours	Room	Lecturer
29 Maggio	9.30-12.30	P.le Tecchio	Silvia Cosimato
31 Maggio	9.30-12.30	P.le Tecchio	Nadia Di Paola
5 Giugno	9.30-12.30	P.le Tecchio	Pierluigi Rippa
15 Giugno	10.00 -12.00	P.le Tecchio	Pierluigi Rippa
20 Giugno	9.30-12.30	P.le Tecchio	Lab
22 Giugno	9.30-12.30	P.le Tecchio	Lab

Content

I Lesson – Innovation Management (200-300 car.): Purpose of this lesson is to introduce and explore innovation management concept, how to manage product innovation and product development and build competitiveness through innovation.

II Lesson – Idea exploitation through Business model canvas (200-300 car.): Purpose of this lesson is to introduce and explore the Business Model Canvas innovation tool to approach either a personal challenge or opportunity and how to identify and communicate the nine key elements of a business model: Customer Segments, Value Proposition, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure

TEACHING MODULE Announcement

III lesson – Business plan (200-300 car.): Purpose of this lesson is to develop, formulate, write, and implement a comprehensive Business Plan as a multifunctional tool for exploitation of new ideas and opportunities.

IV Lesson – Digital academic entrepreneurship (200-300 car.): Purpose of this lesson is to explore the new forms of academic entrepreneurship prompted by digital technologies (what), the rationale for adopting digital technologies for academic entrepreneurship (why), the stakeholders involved through the digital technologies to achieve the academic entrepreneurship goal (who), the processes activated by digital technologies for academic entrepreneurship (how) and Academic Spinoffs based on digital technologies.

V Lesson – BP Lab 1 (200-300 car.): Business plan development lab.

VI Lesson – BP Lab 2 (200-300 car.): Business plan development lab.

ECTS Credits: (0.2 per hour of lesson)

ECTS are demanded to a final examination (that will be explained at the beginning of the program)

Notes

Participants to the Module (including those interested to the Tutorship positions) are requested to e-mail to prof. Name of the Professor the following: Student name, name of the PhD course and cycle.

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FORM

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