

# Course description

The Innovation and Entrepreneurship course is aimed at PhD students of Polytechnic School (SPBS) at the University of Naples Federico II. Its goal is to provide participants with the tools, mindset, and practical skills necessary to recognize and pursue entrepreneurial opportunities emerging from their research.

The program combines theoretical insights with hands-on activities and real-world challenges, fostering a mindset oriented toward creativity, innovation, and strategic thinking. Spanning 16 hours across weekly modules in June and a final session in July, the course will be delivered in hybrid format, with both in-person and online components.

Participants will also gain exposure to the broader innovation ecosystem in Campania and Italy. Throughout the course, they will meet guest speakers from startups, incubators, research spin-offs, venture capital, and innovation hubs, gaining first-hand insights into how science and technology can be transformed into impactful entrepreneurial ventures.



## Learning outcomes

Foster an Entrepreneurial Mindset

- Encourage participants to adopt an entrepreneurial approach—cultivating creativity, resilience, and openness to risk and opportunity.
- Validate Research-Based Ideas
- Equip students with techniques to assess the market potential and feasibility of research outcomes and early-stage ideas.
- Design Sustainable Business Models
- Introduce business model frameworks (such as Lean Startup and Business Model Canvas) and guide students in applying them to their own projects.
- Protect and Leverage Intellectual Property
- Provide strategic understanding of intellectual property management, patenting, and legal frameworks for innovation-driven startups.
- Understand Startup Funding and Finance
- Explain the landscape of early-stage funding and teach basic financial planning, including equity, grants, and investment readiness.
- Communicate and Pitch Ideas Effectively
- Develop students' ability to structure and deliver impactful presentations, pitch decks, and business storytelling.

## Innovation and Entrepreneurship

### Hybrid format

In person lessons will be host in Monte Sant'Angelo Campus and Engineering School Building

**Thursday, June 5, 10:00–13:00**

Academic Entrepreneurship

**Thursday, June 12, 10:00–13:00**

Business Model – Lean Startup

**Thursday, June 19, 10:00–13:00**

Innovation & Intellectual Property Management

**Thursday, June 26, 10:00–13:00**

Business Plan

**July 2025 (to be defined with students)**

Pitch Deck & Presentation

DAYS

5

LECTURES FOR

16

HOURS

CREDITS

3

CFU



Use the [link](#)  
to participate



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Scuola Politecnica e  
delle Scienze di Base  
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