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UNIVERSITY OF BERGAMO



HC.LAB

CONTAMINATION LAB BERGAMO

*GUIDING STUDENTS FROM NEED IDENTIFICATION TOWARDS ENTREPRENEURIAL OPPORTUNITY
DEVELOPMENT IN A MULTIDISCIPLINARY LEARNING ENVIRONMENT*

XXX Annual Scientific Meeting AilG 2019
17-18 October 2019, TORINO

Why entrepreneurship education?

- Growing efforts of universities to make its members more **entrepreneurial** (i.e., identify and exploit upon opportunities):
 - **Academic entrepreneurship** (Hahn, Minola & Eddleston 2019; Minola, Hahn & Cassia 2019)
 - **Student entrepreneurship** (Hahn in press)
- For students: central role of **entrepreneurship education** (EE)

HOWEVER

- Academic debate casts doubts on effectiveness (Hahn, Minola, Bosio & Cassia 2019).
 - Can entrepreneurship be taught?
 - Under which circumstances?
- EE leads to **entrepreneurial learning** if it incorporates **practice** and **exposure** (Hahn, Minola, Van Gils & Huybrechts 2017)

HC.LAB in a nutshell

- HC.LAB part of the **Italian network of Contamination Labs** (“CLabs”), sponsored by the Italian Ministry of Education and Research and joined by almost 20 partner universities.
- Virtual and physical spaces aimed at providing individuals the skills required to the development of entrepreneurial opportunities.
- HC.LAB distinctive and original features
 - **Exposure** to a specific industry – the healthcare sector – **Practice**: labs and contamination through teamwork in an heterogeneous class (age, field and level of study, prior exposure to entrepreneurship)
 - **Problem Based-Learning**: need-driven identification of opportunities



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Structure of the program

Two modules (60 hours, 15 4-hours classes)

1. Module I (December 2018 – February 2019): **Need search**
 - Frontal lectures on entrepreneurship fundamentals
 - Invited speakers from healthcare sector
 - Search and identify needs
 - Team-building
2. Module II (March 2019 – June 2019): **Opportunity development**
 - Acquisition of application of tools (lectures, labs, teamwork)
 - Develop solution to identified needs
 - Final pitch



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Outcomes of the program

- Program assessment.
 - Pre / post questionnaires and matched sample (non treated) (CLAB Network)
- Key results*:
 - 81% of the class evaluated the program as **very effective**
 - Entrepreneurial **learning** (positive perception of opportunity identification and venture creation skills)
 - Perceived as a medium- and long-term **investment**
- HCLAB encouraged most teams to **further grow their entrepreneurial skills**
- Participation to the summer school and business plan competition StartCup Bergamo 2019 (from opportunity to business plan) (2 finalist, 1 award granted)

*=preliminary evidence



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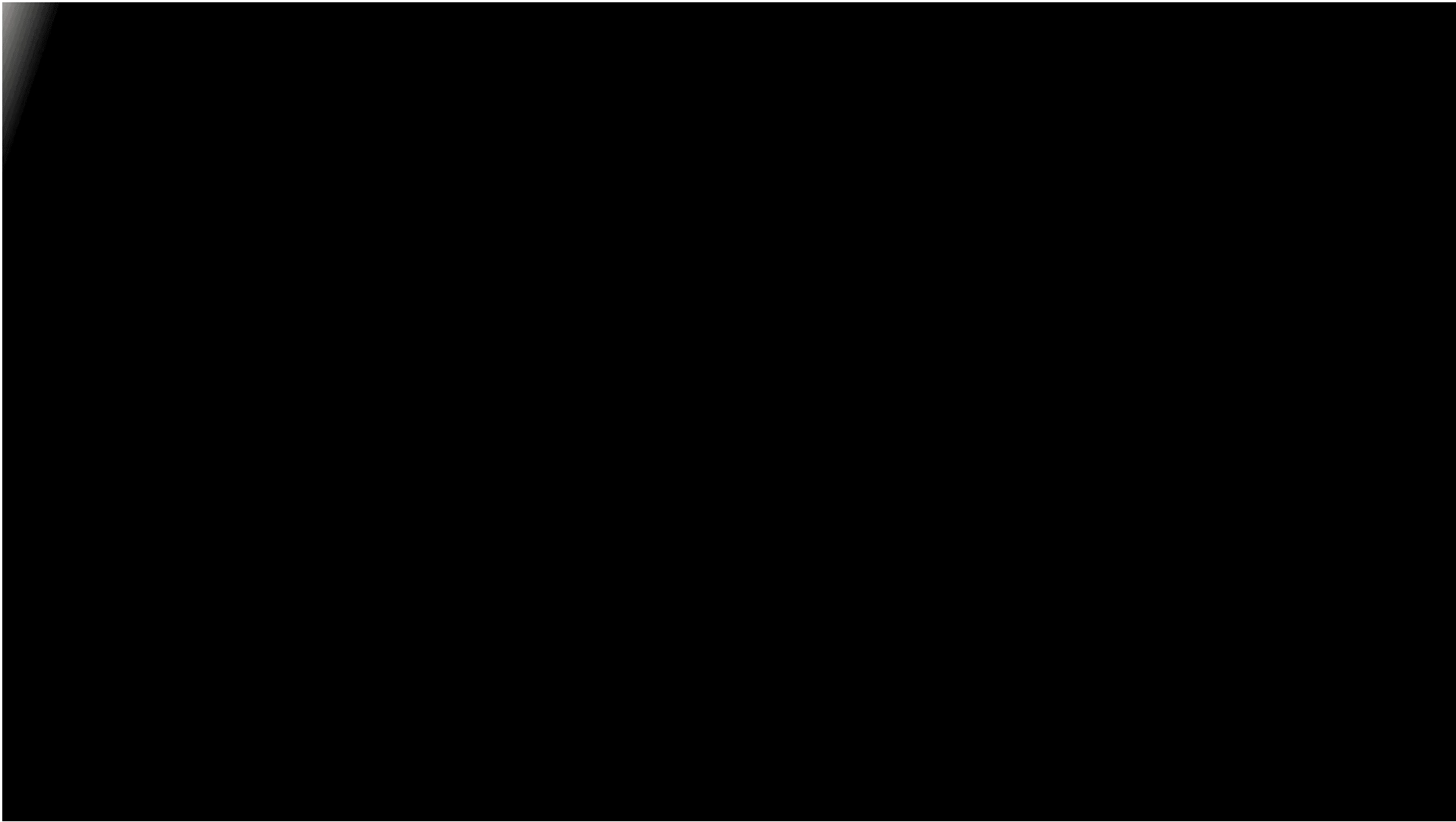
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THANK YOU!

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