

Group Thesis Experimentation on Business Plan MSc of Entrepreneurship and Innovation

The following document provides the framework for an experimental test on group thesis that develops business plans, along with the experience of other Italian universities.

- No change in the current faculty regulation on LM thesis: this proposal is limited to a test to 5 groups; at the end of this experiment the results will be evaluated by the Program Council and reported to the Faculty Council;
- The content of group thesis for this experimentation can be only a business plan;
- To evaluation of the experimental cases will consider a comparative analysis with the traditional in terms of effort, output and impact. For this purpose the following elements will be considered: a) supervisors' opinion on the quality of the output, b) students opinion on the output, c) final mark, d) use of the business plan after the graduation;
- Groups are composed by max 3 students;
- The members of each groups are required to graduate in the same session;
- The business plan developed in the thesis cannot be one of the business plan developed by the students in the course Entrepreneurship Lab;
- While the business idea and the core of the business plan is the same for each group member, part of the content of each thesis will be unique and different from the others;
- There are two possible ways to differentiate the thesis: upfront mode and back end mode;
- Upfront mode: the theses cover and develop different theoretical topics that are relevant to the business plan (e.g. forecast techniques for emerging markets, market research for radical innovation, etc.);
- Backend mode: the theses develop a significant part of the business plan considering alternative hypotheses (e.g. startup to be funded by business angels, through crowdfunding, or by banks);
- The length of the thesis suggested in the Faculty document *Guidelines for MSc Thesis* does not apply to this type of Business Plan thesis.

Bolzano, March 2015