Introduction to Entrepreneurship and Sustainability Challenges

EM1F4M4AA

Semestre
A

Discipline
Entrepreneurship

Volume horaire
27 H

Nombre de places
45

Ouvert aux visitants
Oui

Langue
EN

Responsable
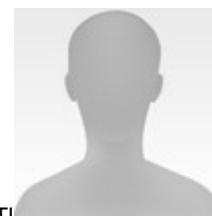
Cédric BISCHETTI

Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Cédric BISCHETTI	c.bischetti@gmail.com	27 h

Contribution pédagogique du cours au programme

Aucune contribution pédagogique associé à ce cours pour ce programme.

Descriptif

Unleash your potential on an inspirational journey through our 'Introduction to Entrepreneurship and Sustainability Challenges' course. This transformative journey is designed to unlock and cultivate your inner changemaker. A course designed for you to navigate through sustainability challenges, learning how to build strategic long-term relationships and understanding sustainable economic models. You'll also explore the integration of AI into your projects, and create organic action plans - all the while, receiving concrete tools and key insights for impactful project development. This course is not just a lecture, it's an interactive adventure that will empower you to think differently about sustainability and entrepreneurship. You will be immersed in hands-on group activities, real-world case studies meeting inspiring changemakers, and exciting pitch practice sessions. By the end of the course, you'll have the knowledge, skills, and confidence to not only talk about change but to be the change. Join us and spark your journey to making a real difference in the world.

Organisation pédagogique

Face-to-face

- Lectures

In group

- Exercises
- Oral presentations
- Projects

Interaction

- Discussions/debates
- Games (educational, role play, simulation)

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 1) identify the principles of entrepreneurship and the role of sustainability within this context.
- - (niv. 2) explain the significance if building strong relationships and ecosystems in the entrepreneurial world.
- - (niv. 3) demonstrate the ability to apply sustainable economic models to entrepreneurial concepts and ideas.
- - (niv. 6) develop a comprehensive strategic and organic plan for a sustainable entrepreneurial project, highlighting key milestones and actions

Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 3) demonstrate openness and willingness to engage with complex sustainability challenges in the entrepreneurial landscape
- - (niv. 3) share personal values and beliefs about sustainability and entrepreneurship and reflect on how these values influence your actions and decisions as aspiring entrepreneurs

Objectifs de développement durable abordés

Aucun objectif de développement durable n'a été coché.

Plan / Sommaire

SESSION 1: Introduction - Immersive experience to touch your inner changemaker (Self-Reflection Exercise + open discussions)
SESSION 2: Raising consciousness on the sustainability challenges (Sustainable Development Goals + Case study analysis + subgroups introduction)
SESSION 3: Build and strengthen your relations and connections (team building exercise + brainstorming)
SESSION 4: Sustainable economic models for systemic impacts (special guest "Changemaker" + subgroup activity + exercise on projects)
SESSION 5: Including AI into your projects (subgroup activity)
SESSION 6: Your first milestones: lean strategic and organic plan of actions (subgroup activity)
SESSION 7: With a personal strategy to BE sustainable and prevent burnout (well-being strategies + brainstorming)
SESSION 8: From the Mind to the Heart (pitch practices in subgroup)
SESSION 9: Rock your Pitch and put your project out there (Pitch evaluation with Special Guests)

Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

Being open on the idea of embarking for a transformative journey and thinking out of the box. Basic knowledge of project management concepts and good level of English required (oral and written).

Supports pédagogiques

Mandatory tools for the course

- Computer

Documents in all formats

- Case studies/texts

Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments

Software

- Pack Office (Word, Excel, PowerPoint, Access)

Additional electronic platforms

Aucun élément de cette liste n'a été coché.

Bibliographie recommandée

Ouvrages principaux

"Start with WHY" by Simon SINEK (2011)
"Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs" by Muhammad YUNUS (2011)
"The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric RIES (2017)
"The Power of Intentional Leadership" by John MAXWELL (2017)

Littérature complémentaire

Main reading material for the topics covered, slides referring to recommended literature will be provided online.
Case studies, Live meeting with special guests.

Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...
Aucun ouvrage n'a été renseigné.

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1Séance n° 8
Ecrite (30 min) / individuelle / Anglais / pondération : 40 %
Précisions : MCQ
Cette évaluation sert à mesurer ILO3.2-BAI

Evaluation intermédiaire / contrôle continu 2Séance n° all
Ecrite et orale / individuelle / Anglais / pondération : 10 %
Précisions : Active participation in the course; Research participation; Untypical Learning Diary.
Cette évaluation sert à mesurer ILO2.3-BAI

Evaluation finale Dernière séance
Ecrite et orale (20 min) / en groupe / Anglais / pondération : 50 %
Précisions : continuous assessment throughout the course and final exam: Group Projects; Dynamics and values within the groups; Group Projects ; Group Pitch Practice
Cette évaluation sert à mesurer ILO3.1-BAI, ILO3.2-BAI, ILO3.3-BAI