

Venture Creation Basics

EM145M25

Program

PGE
PGE 3A - Entrepreneurship (ENT)

UE

Stratégie et changement

Semester

A

Discipline

Strategy

Contact hours

24 H

Number of spots

45

Open to visitors

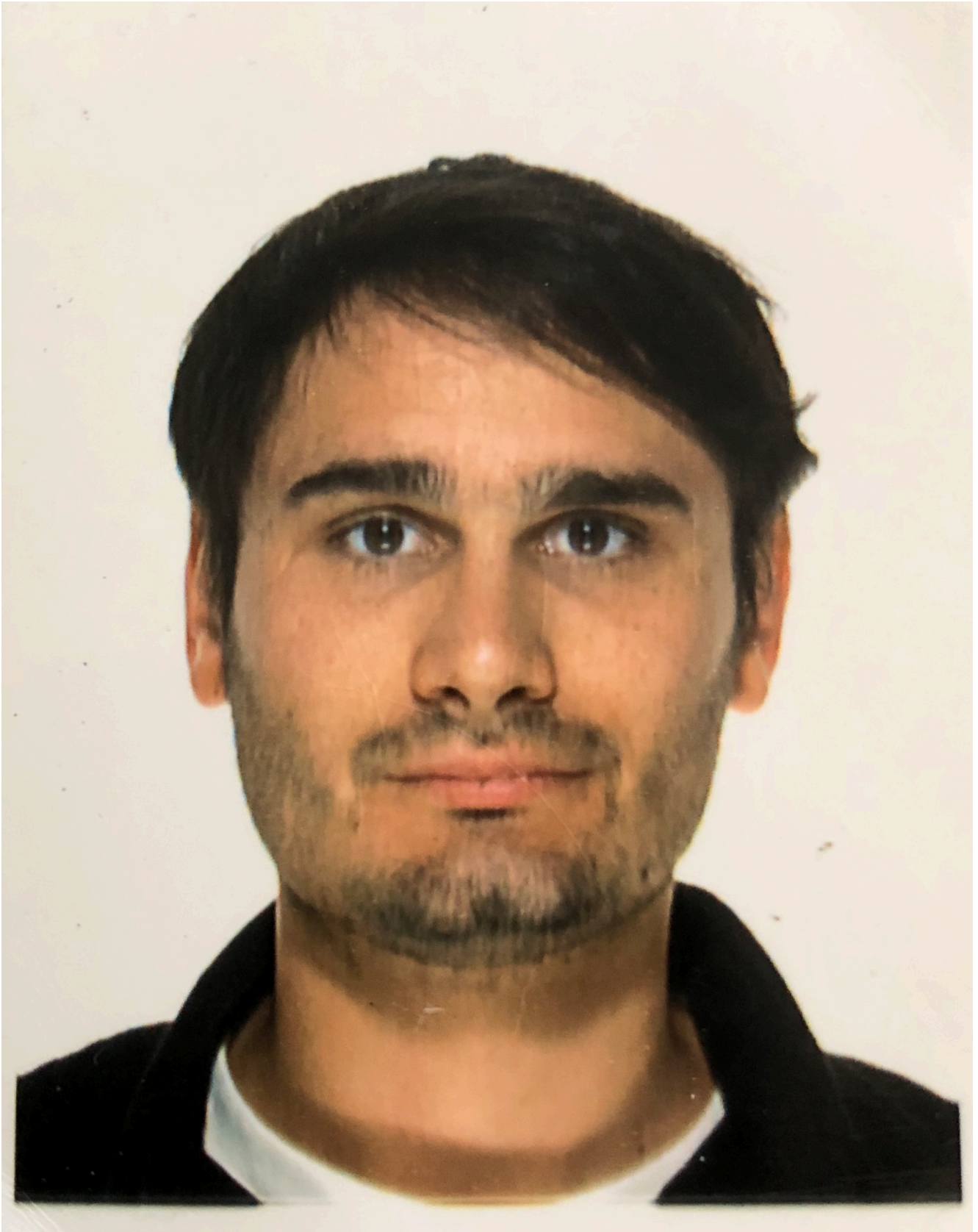
Yes

Language



Coordinator

Pietro Beltramello



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Pietro BELTRAMELLO	pietro.beltramello@em-strasbourg.eu	24 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

Description

The course aims to familiarize students with the overall process of creating a new business, and the concepts, practices and tools of the entrepreneurial world. It is intended for students to: (1) acquire core knowledge and concepts of entrepreneurship to act entrepreneurially in a more effective way, (2) increase their motivation and confidence in their ability to successfully undertake entrepreneurial projects, (3) appreciate the positive role that entrepreneurship (in all forms) plays in society, and (4) apply the learning tools of the course to their personal situations.

Classes are highly interactive and based mainly on discussions, groupwork and case studies. A large part of the learning will be from sharing opinions and insights, and students are encouraged to participate actively in these exchanges. Students are expected to come to class prepared.

Teaching methods

Face-to-face

- Lectures
- E-learning
- Other :

In group

- Exercises

- Oral presentations
- Projects
- Case studies/texts
- Other :

Interaction

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

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Present** your business case as an elevator pitch and in full.
 - - (level 3) **Produce** the essential deliverables of an entrepreneurial project (value proposition, business model, basic financial projections).
 - - (level 3) **Apply** a set of tools to act entrepreneurially.
 - - (level 5) **Generate** innovative new business ideas despite time constraints.
 - - (level 5) **Develop** a business case for a new venture based on one of your ideas.
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

The course covers the following topics:

1. Introduction to entrepreneurship
2. Business idea generation
3. The entrepreneurial process
4. Business Model Canvas
5. Value proposition and key activities
6. Customer segments, relationships and channels
7. Stakeholders and resources
8. Profit model
9. Pitching

No prerequisite has been provided

Knowledge in / Key concepts to master

Students are required to have a good command of the English language.

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Case studies/texts
- Worksheets

Moodle platform

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

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

The list of the required readings will be provided in class.

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Other (date, pop quiz, etc.) : to deliver for the 22nd of december

Written and oral (2 Min.) / Individual / English / Weight : 50 %

Details : Made of: - Class participation and contribution 25%: substantive oral and written comments, analytical and creative thinking, discussions and debates... - Take-home assignment 25% (due to the 22nd of December)

This evaluation is used to measure L01.1, L01.2, L01.3, L02.3, L03.1

Intermediate assessment / continuous assessment 2 Other (date, pop quiz, etc.) : every session

Written and oral (30 Min.) / Group / English / Weight : 50 %

Details : Made of : - Worksheets & executive summary for half -Final presentation for half

This evaluation is used to measure L01.3, L02.1, L02.2, L02.3