

EM1F5M93

Program

PGE
PGE 3A - International and European Business (IEB)

UE

EUCOR

Semester

B

Discipline

Entrepreneurship

Contact hours

27 H

Number of spots

45

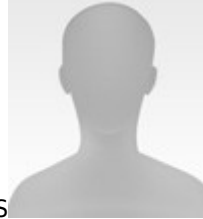
Open to visitors

Yes

Language



Coordinator



Francesco Paolo DE SANCTIS

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Francesco Paolo DE SANCTIS	francedesa@hotmail.com	27 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.

Description

The course aims to introduce students to the main concepts and methodologies of entrepreneurship, with a particular focus on the innovative company at the early stage (start-up). By starting with the increasing importance that European governments give to the creation of innovative companies in France and Germany, it will be necessary, against all confusion and misunderstanding today visible in this booming sector, to clarify the theoretical bases linking innovation and entrepreneurship. The lecturer will help the students to form a team on specific projects that will be determined from their own interests and all having as their common denominator their seat in Strasbourg. The constraint of the border situation will give us the need to open the project internationally, to Germany and Switzerland. By following the principle of "learning by doing" as well as the recommendations of the lean start-up (and in general all methods of implementation since the pioneering work of Sarasvathy, 2001), the course on innovative entrepreneurship will consist in "training" the teams in the constitution of a business plan. The model will be the pitch deck of Guy Kawasaki on their innovative business project.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises
- Projects

Interaction

No items in this list have been checked.

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) **Identify** an innovative business organization's operational and managerial challenges in a complex and evolving environment.
 - - (level 1) **Describe** the challenges of an innovative company, knowing the founding texts and knowing how to explain and interpret them in a relevant way.
 - - (level 1) **Present** the project according to the usual formats for start-ups (pitch deck)
 - - (level 2) **Discuss** state-of-the-art innovative entrepreneurial concepts and tools and use them appropriately.
 - - (level 3) **Apply** appropriate methodologies to develop appropriate solutions for business issues.
 - - (level 3) **Use** templates, indicators and metrics for a market research and the creation of a Minimum Viable Product
 - - (level 5) **Plan** an innovative business according to the methodologies of the lean start-up.
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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

Introduction to innovative entrepreneurship 2h
Schumpeter, manuel OECD

The corporate manifesto
How to write a mission statement for a start-up 2h

The team
The key-positions 1h

The value proposition
The value proposition canvas and the lean canvas 3h

The field-based approach to the market
The lean start-up loop 2h

The competitors
The competitive analysis 2h

The business model
The business model canvas 2h

The border situation
The international conquest of new markets 3h

The financial plan
The cash-flow management 4h

The storytelling
The pitch 2h

Le pitch final
The pitch deck (Guy Kawasaki) 4h

No prerequisite has been provided

Knowledge in / Key concepts to master

Knowledge of management and strategy basics.

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Other :

Moodle platform

- Upload of class documents

Software

- Other :

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

SCHUMPETER, Joseph, The Theory of Economic Development (1912), Transaction Publishers, New Brunswick, New Jersey, 2004

SCHUMPETER, Joseph, Capitalism, Socialism, and Democracy (1942), London, George Allen und Unwin

Additional literature

- OSTERWALDER, Alexander, Business model generation (2010), John Wiley & Sons
 - KAWASAKY, Guy, Reality Check (2011), Penguin.
 - RIES, Eric, Lean start-up (2011), Currency
 - SILBERZAHN, Philippe, Effectuation (2014), Pearson
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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

Final evaluation Last class

Written and oral (15 Min.) / Group / English / Weight : 100 %

Details : This teaching unit is subject to a final check in oral form as a team, based on the business plan. The teacher will use an excel matrix to assess the pitch.

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