

Introduction to Entrepreneurship and Sustainability Challenges

EM1F4M4AA

Semester

A

Discipline

Entrepreneurship

Contact hours

27 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator



Cédric BISCHETTI

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Cédric BISCHETTI	c.bischetti@gmail.com	27 h

Pedagogical contribution of the course to the program

No educational contribution associated with this course for this program.

Description

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.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises
- Oral presentations
- Projects

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

Upon completion of this course, students should be able to

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

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)

No prerequisite has been provided

Knowledge in / Key concepts to master

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).

Teaching material

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

No items in this list have been checked.

Recommended reading

Main reading material

"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)

Additional literature

Main reading material for the topics covered, slides referring to recommended literature will be provided online.

Case studies, Live meeting with special guests.

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 Class no. 8

Written (30 Min.) / Individual / English / Weight : 40 %

Details : MCQ

This evaluation is used to measure ILO3.2-BAI

Intermediate assessment / continuous assessment 2 Class no. all

Written and oral / Individual / English / Weight : 10 %

Details : Active participation in the course; Research participation; Untypical Learning Diary.

This evaluation is used to measure ILO2.3-BAI

Final evaluation Last class

Written and oral (20 Min.) / Group / English / Weight : 50 %

Details : continuous assessment throughout the course and final exam: Group Projects; Dynamics and values within the groups; Group Projects ; Group Pitch Practice

This evaluation is used to measure ILO3.1-BAI, ILO3.2-BAI, ILO3.3-BAI