

# Basics in Entrepreneurship sem A Gr.2

EM165M19A2

## Semester

A

## Discipline

Entrepreneurship

## Contact hours

27 H

## Number of spots

40

## Open to visitors

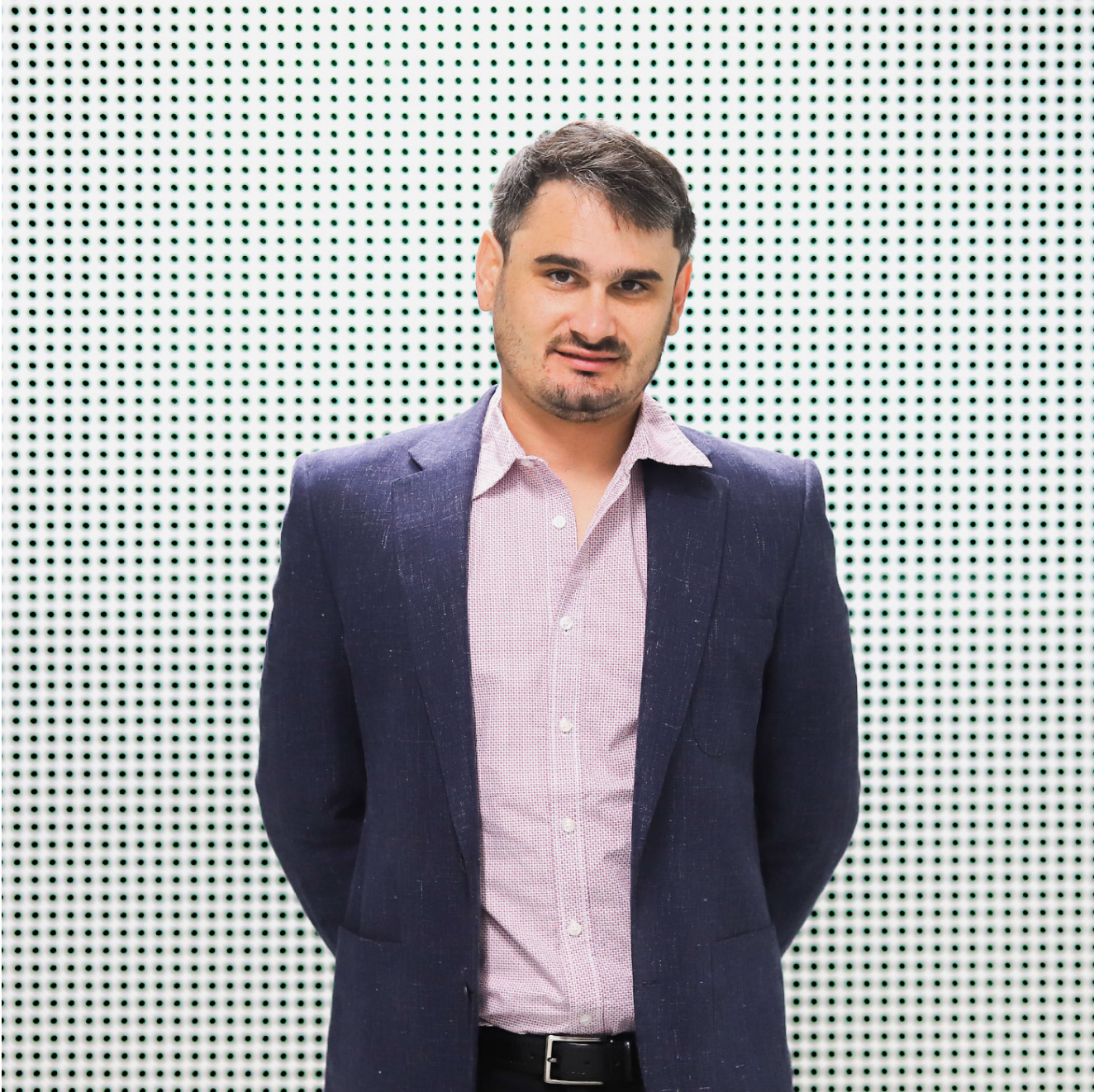
Yes

## Language



## Coordinator

Pietro BELTRAMELLO



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Pietro BELTRAMELLO	<a href="mailto:pietro.beltramello@em-strasbourg.eu">pietro.beltramello@em-strasbourg.eu</a>	27 h

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**Pedagogical contribution of the course to the program**

No educational contribution associated with this course for this program.

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## 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, and (3) reflect on the positive role that entrepreneurship (in all forms) plays in society. 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 also expected to come to class prepared.

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## Teaching methods

### Face-to-face

- Lectures

### In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

### Interaction

- Discussions/debates

### Others

No items in this list have been checked.

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (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 6) generate innovative new business ideas despite time constraints.

- - (level 6) 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

- - (level 2) present your business case as an elevator pitch and in full.
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### **Outline**

The course covers the following topics:

1. Introduction to entrepreneurship
  2. Business idea generation
  3. Business Model Canvas and Value proposition
  4. Pitch and BMC Customer components
  5. Key activities and resources
  6. Key partners, resources and Minimum Value Product (MVP)
  7. Profit model and executive summary
  8. The entrepreneurial process
  9. Pitching
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### **No prerequisite has been provided**

#### **Knowledge in / Key concepts to master**

No prerequisite has been provided.

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### **Teaching material**

#### **Mandatory tools for the course**

- Computer

#### **Documents in all formats**

- Case studies/texts
- Worksheets
- Syllabus

## Moodle platform

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

## Software

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

## Additional electronic platforms

No items in this list have been checked.

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## **Recommended reading**

Main reading material

Read S., Sarasvathy S., Dew N. et al (2011), *Effectual Entrepreneurship*, Routledge.  
Osterwalder A., Pigneur Y. (2010), *Business Model Generation*, Wiley.  
Ries A. (2011), *The Lean Startup*, Penguin.

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Additional literature

Sarasvathy, S. D. (2001). What makes entrepreneurs entrepreneurial? Working paper.  
Bhide, A. (1992). Bootstrap Finance: The art of start-ups. *Harvard Business Review*, 70(6), 109-117.

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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.

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## **Assessment**

### **List of assessment methods**

#### **Intermediate assessment / continuous assessment 1** Last class

Written and oral / Group / English / Weight : 25 %

Details : Group projects executive summary and final presentation

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO2.1-PGE, ILO2.3-PGE, ILO2.4-PGE, ILO4.1-PGE, ILO4.2-PGE

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

Written / Individual / English / Weight : 25 %

Details : Class participation and individual contribution

This evaluation is used to measure ILO2.2-PGE, ILO2.3-PGE, ILO2.4-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE

**Intermediate assessment / continuous assessment 3** Other (date, pop quiz, etc.) : to send by mail for the 20th of december

Written / Individual / English / Weight : 25 %

Details : Individual take-home assignment

This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.3-PGE, ILO2.4-PGE, ILO4.1-PGE, ILO4.2-PGE

**Intermediate assessment / continuous assessment 4** Other (date, pop quiz, etc.) : every session

Written and oral / Group / English / Weight : 25 %

Details : Group worksheets and in-class group engagement

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO2.4-PGE, ILO4.1-PGE, ILO4.2-PGE