

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

ECTS

5

Open to visitors

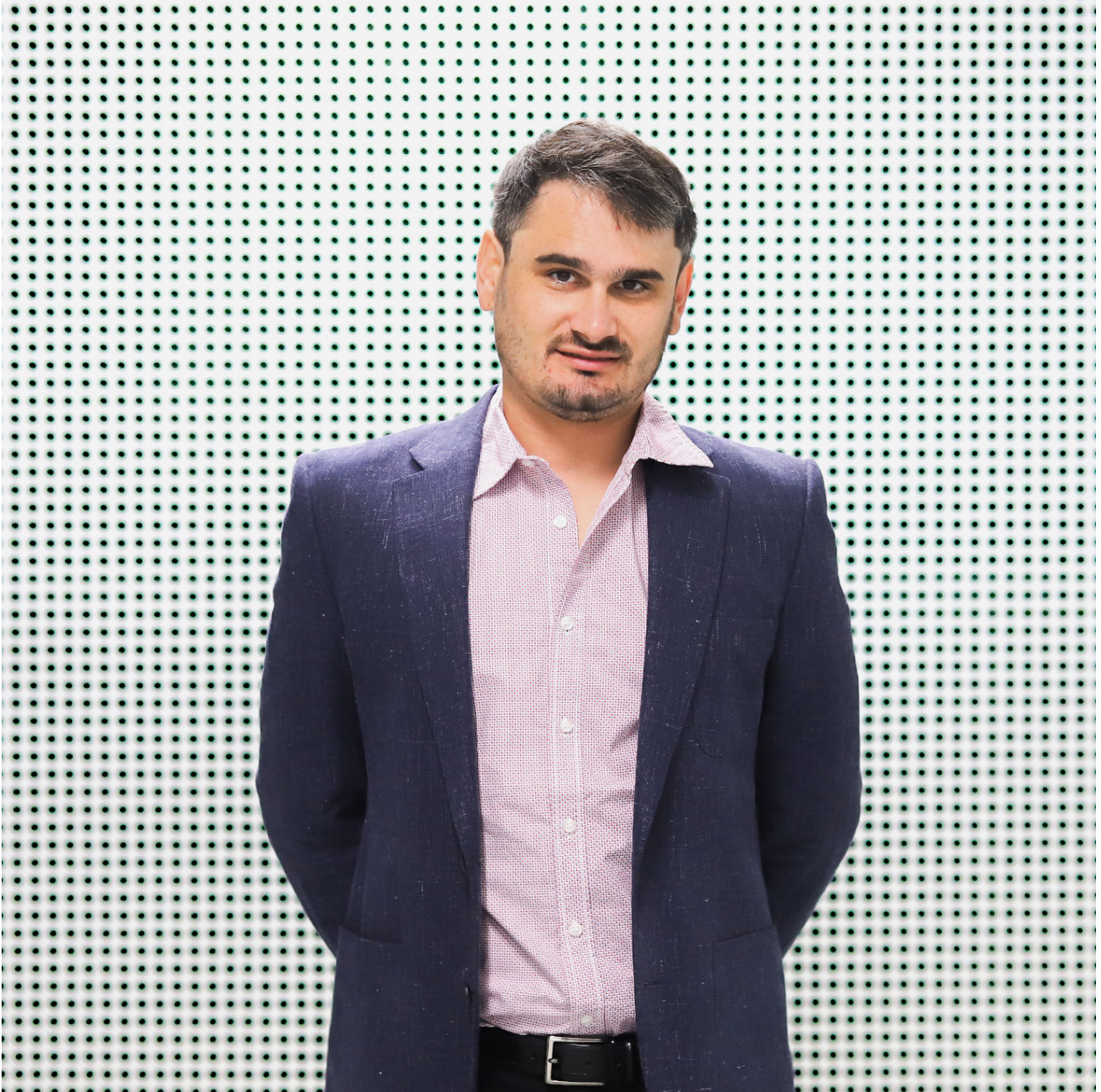
Yes

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

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Effectively argue his ideas orally and in writing with a professional posture

Adopt a responsible leadership posture by being an actor in its own development and that of its teams

Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable

Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

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 and groupwork. 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

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) **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.
 - - (level 5) **defend** a business idea delivering arguments and real-world proofs
 - - (level 5) **judge** opportunities and risk of a business idea
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Affective domain

Upon completion of this course, students should be able to

- - (level 2) **perform** a short and effective pitch
 - - (level 3) **defend** a business idea providing arguments and field data
 - - (level 4) **synthesize** a business opportunity using the Business Model Canvas
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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. Elevator pitch and BMC customer segments, relationships and channels
5. Key activities, Key Resources and Key Partners
6. Profit Model and Executive Summary
7. The entrepreneurial process, MVP, and Take-home assignment

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
- 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.

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.

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.

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 1Other (date, pop quiz, etc.) : to deliver by email for the 28/1/24 (midnight)

Written / Individual / English / Weight : 25 %

Details : Individual take-home assignment, missing the deadline equals a 0

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO2.4-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE

Intermediate assessment / continuous assessment 2Other (date, pop quiz, etc.) : all sessions

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

Details : Class participation and contribution

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

Intermediate assessment / continuous assessment 3Other (date, pop quiz, etc.) : all sessions

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

Details : Group work to be done between classes (a deadline is fixed every week for the following, missing a deadline equals to a penalty in the final grade)

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

Intermediate assessment / continuous assessment 4Last class

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

Details : Group executive summary and final presentation

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