

Number of ECTS credits : 3

Course language : English

Course leader : HACHE Thibault

Speakers : EVANS DANIEL , HACHE Thibault

≡ COURSE DESCRIPTION

This course allows students to identify and analyze the main steps of the entrepreneurial process through a concrete engagement in the process of launching a new activity backed by an entrepreneurial opportunity. From entrepreneurial vigilance to business planning, this course will emphasize the implementation of original and innovative ideas in the entrepreneurial process.

≡ COURSE OBJECTIVES

Main curriculum will be taught by Thibault Hache :

At the end of the course, the student will be able in an entrepreneurial or intrapreneurial perspective to:

- recognize & identify an entrepreneurial opportunity that creates value,
- use ideation techniques
- test an innovative solution,
- report on the technical, commercial and organizational feasibility,
- design an organization and a system of adhoc activities

- elaborate sustainable growth scenarios,
- make financial forecasts and establish a financing plan

Besides, a specific 4 hour session taught by Professor Dan Evans will deal with succeeding as an entrepreneurial team.

≡ LEARNING OBJECTIVES

C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO7 - Identify needs and draw up an appropriate offer
Outcomes	Lev. 2 - Compare a market's different offers and the feasibility of a new offer

C4B learning goal	LG5 - Cooperation
C4B learning objective	LO14 - Work effectively in a team
Outcomes	Lev. 2 - Contribute to the development of a collective production

≡ TACKLED CONCEPTS

Part 1 – The context, the team and the entrepreneurial/intrapreneurial opportunity

Part 2 – Validating an opportunity that creates value

Part 3 – Using design thinking to create a solution in a user-centered way & create a minimum viable product

Part 4 – Creating an activity system in entrepreneurial / intrapreneurial context

Part 5 – Viability of the entrepreneurial/intrapreneurial project and its financing

Additional part : How to succeed as an entrepreneurial team.

≡ LEARNING METHODS

Mix of lectures & workshop with active pedagogy.

Students will navigate from theories to practice using their own experience as a source for entrepreneurial opportunity.

Mini case studies and exercises to validate the understanding of the main concepts.

≡ EXPECTED WORK AND EVALUATION

- Individual assessment – 50%
 - MCQ or presentation of an opportunity and a system of activities for a personal project
- Collective – 50%
 - Pitch
 - Pitch-Deck

≡ BIBLIOGRAPHY

Léger-Jarniou C, Certhoux G.& al. , Entrepreneuriat, Dunod coll.OpenBook (2016)

Léger-Jarniou C & Kalousis G, La Boite à outils de la création d'entreprise, Dunod, 2016 (4ème éd.)

Lehmann-Ortega L, Musikas H & Schoetti JM, (Ré)inventez votre Business Model, Dunod, 2014

Ries, E., (2011), The Lean Startup:How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Business

Tsagliotis A, S'inspirer des start-up, Dunod, 2015

Guy Kawasaki, The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything, Portefolio 2004

Oren Klaff, Pitch Anything : an innovative method for presenting, persuading, and winning the deal, McGraw-Hill Professional, 2011

≡ EVALUATION METHODS