Entrepreneurship and Small Business in wine business (EM1S5M33)

<table>
<thead>
<tr>
<th>Program</th>
<th>PGE</th>
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<tbody>
<tr>
<td>Course set (UE) / Credits (ECTS)</td>
<td>Module: International Wine Management : 19 ECTS.</td>
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<tr>
<td>Specialization</td>
<td>International Wine management and tourism</td>
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<tr>
<td>Discipline</td>
<td>Entrepreneur</td>
</tr>
<tr>
<td>Year</td>
<td>2018</td>
</tr>
<tr>
<td>Semester</td>
<td>A</td>
</tr>
<tr>
<td>Open for visitors</td>
<td>no</td>
</tr>
<tr>
<td>Available spots</td>
<td>35</td>
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Coordinator

Coralie HALLER

Lecturers

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Population</th>
<th>Email</th>
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<tbody>
<tr>
<td>Coralie HALLER</td>
<td>Population</td>
<td><a href="mailto:coralie.haller@em-strasbourg.eu">coralie.haller@em-strasbourg.eu</a></td>
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Course format

<table>
<thead>
<tr>
<th>Working language</th>
<th>English</th>
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<tr>
<td>Volume of contact hours</td>
<td>24 h</td>
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<tr>
<td>Workload to be expected by the student</td>
<td>72 h</td>
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Course track

Track: Attendance

Attendance track:
Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (see Study and Examination Regulations) and factored into the final grade (see Assessment).

Autonomous track:
Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master’s Program and all degrees involving co-op (apprentissage). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes 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.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

Description

A new age of innovations and entrepreneurship are taken place that brings to bear the energy, creativity and “wisdom of crowds” which are settling a new economic landscape. Digital technology has also played an accelerating role in this transformation by radically lowering barriers to entry in many industries and by providing new tools for managing knowledge creation/sharing and by enabling new forms of continuous learning. In this perspective, being able to appraise and understand the role of entrepreneurship becomes a matter of survival rather than choice.
Educational organisation

In class

- Lectures
- Seminars
- Presentations

In groups

- Case studies/texts
- Oral presentations

Interaction

- Discussions / debates
- Workshops

Assignments

- Individual projects (online assignments, video,)
- Specific projects / case studies

Learning outcomes

Upon completion of this course, students should be able to:

- Define context and issues related to entrepreneurship in the global world today;
- Describe what entrepreneurship is and what are the different form of entrepreneurship;
- Apply specific tools and frameworks to a real life entrepreneurship project;
- Evaluate recent perspectives and conceptual frameworks in entrepreneurship;

Outline

Session 1 - 2 hours - 14h-16h Tuesday 2nd October Coralie HALLER
Introduction
Entrepreneurship definition,
context and issues
Assignment guidelines
Setting of the learning context

Session 2 - 4 hours - 14h-18h - Wednesday 10th October
Wine Entrepreneur 1 - Steve SIEGLER
Wine maker Le Clos des Brunes Mittelwihr
https://www.jeansiegler.fr
Session 3 - 4 hours TBA
Wine Entrepreneur 2
Marc TRITSCHERGER
Vino Route
http://www.vinoroute.fr/en

Session 4 - 4 hours - 13h-17h Tuesday 23rd October
Wine Entrepreneur 3
Alexandre KORDEUTER
Vinum
https://vinum.pro

Session 5 - 4 hours - 13h-17h Monday 3rd December
Coralie HALLER
InvinoTECH®
https://invinotech.fr
Wine Cluster Initiative in Alsace: INVINOTECH - What is an Hackhaton?

Session 6 - 4 hours - 8h-12h Tuesday 11th December
Coralie HALLER
Entrepreneurship theoretical framework: Effectuation vs Causation theory
A#1
Transcript + Group Pitch Elevator on Wine Entrepreneur 1, 2 or 3

Session 7 - 2 hours - 8h-10h Monday 17th December
Coralie HALLER
Entrepreneurship frameworks: Business Model Canvas (BMC)

Session 8 - 2 hours - 10h-12h Monday 17th December
Coralie HALLER Group Working session on
Business Model Canvas (BMC)

Session 9 - 2 hours - 13h-15h Monday 17th December
Coralie HALLER
Group Working session on
Assessment

Recommended reading

Teaching material

Documents in all formats

Software

Recommended reading

Major works :


Further reading :


Research works by EM Strasbourg :


• Ben Tahar Y., Haller C., Massa C. and Bédé S. (2018). Designing and creating tourism experience: adding value for tourists. In Sotiriadis M. (Eds.), Handbook of entrepreneurship in tourism, travel and hospitality: skills for successful ventures, Emerald

Assessment

Intermediate evaluation / continuous assessment 1 : session n° Session 2
oral (20 min) / in group / English / weighting : 25%
additional information : You are required to conduct an interview (face-to-face or virtual) with a wine “entrepreneur”. The objective is for you to appraise the profile and behavior of an entrepreneur by asking him/her the following questions: 1. Who are you? (Profile) 2. What do you know? (Competences, knowledge, expertise) 3. Whom do you know? (Network) 4. Why did you start a company? 5. How this idea has moved to innovation? 6. What is your relationship to risk? To uncertainty? (Environment) 7. What is your relationships to the stakeholders? (Interaction, commitment) 8. How important is the international dimension into your strategy? 9. How do you relate to the future? You are then asked to record and transcribe the entrepreneur interview.
This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3

Intermediate evaluation / continuous assessment 2 : 8th January
written / individual / English / weighting : 50%
additional information : You are asked to submit an individual essay. A minimum of 5 academic papers should be used and the essay should not exceed 4 pages (without bibliography) This essay should answer the following questions: 1- What is the profile of your entrepreneur? Refer back to the taxonomy of ways of how people become entrepreneurs and provide examples. 2- Discuss the different myths related to the entrepreneur’s profile. 3- Define what causal and effectual reasoning are. Which reasoning was adopted by the entrepreneur and why? Provide example of specific situation. 1 day late submission = minus 1 point
This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.2

Intermediate evaluation / continuous assessment 3 : session n° SESSION 10 - 17th of December
oral (20 min) / in group / English / weighting : 25%
additional information: Group analysis of Entrepreneurship Project Business Model Canvas (BMC) - Group will need to work on a Business Model Canvas to analyze the chosen entrepreneurship project. Additional information about Business Model Canvas will be given in session 2. Groups will need to prepare a BMC for the chosen entrepreneurial project in session 10. Group will then need to do a 20-minutes presentation which will present the Business Model Canvas the chosen entrepreneurship project. Each participant must contribute to both the presentation and delivery however it will be up to each group to decide the allocation of tasks. This restriction is to ensure all participant have an equal basis for marking. The presentation should be a given using a power point format.

**Grounds for expulsion from classes**

Behaviors such as

- arriving late, leaving early, or exiting the classroom at inopportune moments during class
- ostentatiously eating or drinking in class
- using smartphones or laptops for non-class-related purposes
- reading texts unrelated to the course
- discussing topics unrelated to the course
- disrespecting the lecturer

may lead to expulsion from the class/course.