

# Basics in Entrepreneurship (EM023M27)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Basics in Entrepreneurship : 5 ECTS.</b> <ul style="list-style-type: none"><li>• Visitants</li></ul>
Discipline	
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	40

## Coordinator

Ksenija DJURICIC

## Lecturers

Instructor	Population	Email
Ksenija DJURICIC	Population	<a href="mailto:ksenija.djuricic@em-strasbourg.eu">ksenija.djuricic@em-strasbourg.eu</a>

## Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

## Course track

Track : Attendance

### "Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

### "Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

# Contribution of the course to the educational objectives of the programme

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How the course contributes to the programme :

## Description

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This course aims at discussing the basic building blocks of starting a business. The course tackles both theory and practice. Though the theoretical part of the course focuses on the cognitive dimensions of an entrepreneur, the students will be able to explore by themselves the practical side of starting a business. They will find themselves in the situations of uncertainty and complexity, with which they would need to deal by using the means they have at hand.

In addition, the course will provide them an opportunity to talk to an entrepreneur of their choice and discuss his or her experience.

Classes include lectures, discussions and case studies, which means that students are invited to share their opinion and insights. Group exercises will also be used in the course.

## Educational organisation

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In class

**Lectures**

In groups

**Exercises**

**Projects**

**Case studies/texts**

**Oral presentations**

Interaction

**Discussions / debates**

## Learning outcomes

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

- **Define** entrepreneurial cognitive dimensions
- **Discuss** the difference between an expert and a novice entrepreneur
- **Use** the means at hand to build an entrepreneurial project
- **Analyze** entrepreneurial behaviour and cognition
- **Design** and develop an entrepreneurial project.

## Outline

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Session 1,2,9: Introduction to entrepreneurial cognition (theory and assessment)

Session 3-4: Building and entrepreneurial project

Session 5-6: Into the Wild

Session 7-8: Interview with an Entrepreneur

## Prerequisites

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**Key concepts to understand :**

**Knowledge of :**

NA

## Teaching material

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### Recommended reading

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**Major works :**

Sarasvathy, S.D. (2001), Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency, *Academy of Management Review*.

Baron, R.A. and Ensley, M.D. (2006), Opportunity Recognition as the Detection of Meaningful Patterns: Evidence from Comparisons of Novice and Experienced Entrepreneurs, *Management Science*.

Ericsson A.K., Prietula, M.J. and Cokely E.T. (2007), The Making of an Expert, *Harvard Business Review*.

**Further reading :**

**Research works by EM Strasbourg :**

Djuricic, K. and Bootz, JP. (2018), Effectuation and foresight – An exploratory study of the implicit links between the two concepts, *Technological Forecasting and Social Change*.

Djuricic, K. and Lambert G. (2018), What is causal in effectuation - An examination of philosophical foundations in Sarasvathy's work, *AGECSO Conference, Montreal*.

## Assessment

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**Intermediate evaluation / continuous assessment 1 : session n°5, 6 and 9**

oral (15 min) / in group / English / weighting : 40%

additional information : Group assignment: Absence from the sessions 5 and 6 will result in 0

**This evaluation serves to measure LO1.1, LO2.1, LO2.2**

**Intermediate evaluation / continuous assessment 2 : session n°8**

written (120 min) / individual / English / weighting : 40%

additional information : Absence from this session will result in 0

**Intermediate evaluation / continuous assessment 3 : Submission on Moodle**

written + oral (15 min) / individual / English / weighting : 20%

additional information : Teamwork - for each group assignment

## Grounds for expulsion from classes

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Such behaviors as...

**arriving late, leaving early or unannounced leaving of the classroom during class time**

**disruptive eating or drinking in class**

**using smartphones and laptops for non class-related purposes**

**reading non class-related documents**

**chatting on non class-related issues**

**showing disrespect towards lecturers**

... may lead to expulsion from classes.