

Exploring Entrepreneurship (EM145M15)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Stratégie et changement : 13 ECTS. <ul style="list-style-type: none">• Entrepreneurship
Discipline	Entrepreneurship
Year	2019
Semester	A
Open for visitors	yes (3 ECTS)
Available places	45

Coordinator

Lecturers

Aucun intervenant pour ce cours

Course format

Working language :	English
Volume of contact hours :	20 h
Workload to be expected by the student :	60 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

How the course contributes to the programme :

Description

This course aims to lead students to:

- Discover a structured strategic approach to innovation based on a sectorial and competitive analysis that aims to create new market spaces: The Blue Ocean Strategy (INSEAD).
- Use the analytic tools of this method in working groups and to apply the strategic canvas in simulation situation.
- Be able to present results of this approach in elaborating a Business Model according to the approach developed by A. Osterwalder & Y. Pigneur.

Educational organisation

In class

Lectures

Presentations

In groups

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Learning outcomes

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

- **Define** a sectorial and competitive analysis that aims to create new market spaces.
- **Identify** the strategic idea
- **Produce** a Business Model according to a specific approach.
- **Formulate** a Business Model

Outline

- Innovation and Strategic Principles (1h30)
- Presentation of the Blue Ocean Strategy Method via the Yellow Tails Wines case (1h30)
- Presentation of the different steps of the simulation exercise and constitution of working groups (30 mns)
- Simulation, progress of the method stages (6h)
- Presentation of the Business Modeling Generation Canvas (1h30)
- Application in working groups (3h)
- Oral presentations and discussion (2h)

Prerequisites

Key concepts to understand :

basic strategic knowledge

Knowledge of :

Strategy

Teaching material

Documents in all formats

- Guide
- Newspaper articles
- Books
- Case studies

Recommended reading

Major works :

Kim & Mauborgne, Blue Ocean Strategy, Harvard Business School Press, 2005.
Osterwalder & Pigneur, Business Model Generation, Pearson, 2011.

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : last session
written + oral (120 min) / in group / English / weighting : 100%

Grounds for expulsion from classes

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.