

Exploring Entrepreneurship (EM145M15)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Activités pédagogiques complémentaires - consolidation des acquis : ECTS. <ul style="list-style-type: none">• Entrepreneurship
Discipline	Entrepreneurship
Year	2020
Semester	A
Open for visitors	no
Available spots	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 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.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

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%
This evaluation serves to measure LO1.2, LO2.2, LO2.3, LO4.1

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.