

Venture Creation Basics (EM145M25)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Stratégie et changement : 10 ECTS. <ul style="list-style-type: none">• Entrepreneurship
Discipline	Strategy
Year	2020
Semester	A
Open for visitors	yes (3 ECTS)
Available spots	45

Coordinator

Diana Wai Paik KWOK

Lecturers

Instructor	Population	Email
Diana Wai Paik KWOK	Population	diana.kwok@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 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 :

Description

The course aims to familiarize students with the overall process of creating a new business, and the concepts, practices and tools of the entrepreneurial world. It is intended for students to: (1) acquire core knowledge and concepts of entrepreneurship to act entrepreneurially in a more effective way, (2) increase their motivation and confidence in their ability to successfully undertake entrepreneurial projects, (3) appreciate the positive role that entrepreneurship (in all forms) plays in society, and (4) apply the learning tools of the course to their personal situations.

Classes are highly interactive and based mainly on discussions, groupwork and case studies. A large part of the learning will be from sharing opinions and insights, and students are encouraged to participate actively in these exchanges. Students are expected to come to class prepared.

Educational organisation

In class

Lectures

In groups

Exercises

Projects

Case studies/texts

Oral presentations

Interaction

Games (educational, role play, simulation)

Discussions / debates

Learning outcomes

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

- **Present** your business case as an elevator pitch and in full.
- **Apply** a set of tools to act entrepreneurially.
- **Produce** the essential deliverables of an entrepreneurial project (value proposition, business model, basic financial projections).
- **Develop** a business case for a new venture based on one of your ideas.
- **Generate** innovative new business ideas despite time constraints.

Outline

The course covers the following topics:

1. Introduction to entrepreneurship
2. Business idea generation
3. The entrepreneurial process
4. Business Model Canvas
5. Value proposition and key activities
6. Customer segments, relationships and channels
7. Stakeholders and resources
8. Profit model
9. Pitching
10. Executive Summary

Prerequisites

Key concepts to understand :

Knowledge of :

Students are required to have a good command of the English language.

Teaching material

Documents in all formats

- Syllabus
- Worksheets
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

Osterwalder A., Pigneur Y. (2010), Business Model Generation, Wiley.
Read S., Sarasvathy S., Dew N. et al (2011), Effectual Entrepreneurship, Routledge.
Ries A. (2011), The Lean Startup, Penguin.

Further reading :

Bhide, A. (1992). Bootstrap Finance: The art of start-ups. Harvard Business Review, 70(6), 109-117.
Blank, S. (2013). Why the lean start-up changes everything. Harvard Business Review, 91(5), 63-72.
Sarasvathy, S. D. (2001). What makes entrepreneurs entrepreneurial? Working paper.

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : Continuous
written (180 min) / in group / English / weighting : 15%
additional information : Templates

Intermediate evaluation / continuous assessment 2 : Continuous
written + oral (300 min) / individual / English / weighting : 25%
additional information : Class participation and contribution

Final assessment : last session
written + oral (300 min) / in group / English / weighting : 25%
additional information : Final presentation

Final assessment : last session
oral (60 min) / in group / English / weighting : 10%
additional information : Final presentation critique

Final assessment : Due after the last class
written (300 min) / individual / English / weighting : 25%
additional information : Take-home assignment

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.