

Basics in Entrepreneurship (EM165M19)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Basics in Entrepreneurship : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Strategy
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	30

Coordinator

Diana KWOK

Lecturers

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

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

How the course contributes to the programme :

Description

This course aims at discussing mainly entrepreneurial cognition and dynamics. Through different readings, case studies and with the help of real-life examples, we will explore a wide variety of areas such as inspiration, ideation, intuition, evaluation (or validation) of ideas, development entrepreneurial strategy. In this course, we will also discuss the challenges associated with entrepreneurship. The main focus will be on opportunity recognition and ideation process.

By the end of this course, students should have used the entrepreneurial mindset to identify and apply the elements of entrepreneurship. Classes will be mostly case and discussion based, which means that students are invited to share their opinion and insights. Lectures are supported by group exercises and projects which will allow students to consolidate their knowledge.

Educational organisation

In class

Presentations

In groups

Exercises

Projects

Case studies/texts

Oral presentations

Interaction

Educational games

Discussions / debates

Workshops

Assignments

Individual projects (online assignments, video,)

Specific projects / case studies

Readings

Learning outcomes

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

- **Identify** first clients and new potential market
- **Describe** entrepreneurial dynamic
- **Use** a set of tools for generating new ideas
- **Analyze** the problem-solution dialectic for an entrepreneurial project
- **Tell** the elements of entrepreneurial expertise

Outline

Chapter 1: Introduction to entrepreneurial dynamic

Chapter 2: Art and entrepreneurship - Creative process

Chapter 3: Entrepreneurial cognition

Chapter 4: Defining value of a nascent project

Chapter 5: Detecting and finding first clients

Chapter 6: Developing strategy adapted to an entrepreneurial project

Prerequisites

Key concepts to understand :

Given the fact that the course will be taught in English, a good command of English is required.

Teaching material

Documents in all formats

- Guide
- Case studies

Software

- MS POWERPOINT
- Dropbox/GoogleDrive/SkyDrive

Additional electronic platforms

- Slideshows
- Videos
- Other

Recommended reading

Major works :

Sarasvathy S. (2001). What makes entrepreneurs entrepreneurial? Working paper

Baker T. and Nelson R. (2005). Creating Something from Nothing: Resource Construction through Entrepreneurial Bricolage. *Administrative Science Quarterly*, 50 (2005): 329-366

Bureau, S., Zander, I. (2014). Entrepreneurship as an art of subversion. *Scandinavian Journal of Management*, 30(1): 124-133

Ries Eric, *The Lean Startup*, 2011

Kelley Tom / Kelley David, *Creative Confidence*, 2013

Further reading :

Seelig Tina, *InGenius: A crash course on creativity*, 2012

Osterwalder Alexander and Pigneur Yves, *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, 2009

Moore Geoffrey A., *Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers*, 1991

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

written / individual / English / weighting : 40%

additional information : individual assignments

Intermediate evaluation / continuous assessment 2 :

written + oral / in group / English / weighting : 40%

additional information : Group assignment deliverables, class presentation in groups

Intermediate evaluation / continuous assessment 3 :

written + oral / individual / English / weighting : 20%

additional information : Attendance, participation in class, individual contribution to teamwork

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.