

# Basics in Entrepreneurship (EM165M19)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :Basics in Entrepreneurship : 5 ECTS.</b> <ul style="list-style-type: none"><li>• Visitants</li></ul>
Discipline	Entrepreneurship
Year	2020
Semester	A
Open for visitors	yes (5 ECTS)
Available spots	25

## Coordinator

**Diana KWOK**

## Lecturers

Instructor	Population	Email
Diana KWOK	Population	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 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, and (3) reflect on the positive role that entrepreneurship (in all forms) plays in society. 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 also expected to come to class prepared.

## Educational organisation

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 :

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

## Outline

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The course covers the following topics:

1. Introduction to entrepreneurship
2. Business idea generation
3. The entrepreneurial process
4. Value proposition and key activities
5. Customer segments, relationships and channels
6. Profit model
7. Stakeholders and resources
8. Minimum Value Product (MVP)
9. Pitching

## Prerequisites

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**Key concepts to understand :**

**Knowledge of :**

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

## Teaching material

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### Documents in all formats

- Worksheets
- Guide
- Case studies

### Software

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

## Recommended reading

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**Major works :**

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

**Further reading :**

Sarasvathy, S. D. (2001). What makes entrepreneurs entrepreneurial? Working paper.  
Bhide, A. (1992). Bootstrap Finance: The art of start-ups. *Harvard Business Review*, 70(6), 109-117.

**Research works by EM Strasbourg :**

## Assessment

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**Intermediate evaluation / continuous assessment 1 :**  
written + oral (300 min) / in group / English / weighting : 50%  
additional information : Group projects

**Intermediate evaluation / continuous assessment 2 :**  
written + oral (300 min) / individual / English / weighting : 30%  
additional information : Class participation and contribution

**Final assessment : Due after the last class**  
written (180 min) / individual / English / weighting : 20%  
additional information : Individual take-home assignment

## Grounds for expulsion from classes

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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.