

Innovative Entrepreneurship ONSITE (EM1F5M93)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :EUCOR : 15 ECTS. <ul style="list-style-type: none">• PGE 3A - International and European Business (IEB)
Discipline	Entrepreneurship
Year	2020
Semester	B
Open for visitors	yes (5 ECTS)
Available spots	45

Coordinator

Francesco Paolo DE SANCTIS

Lecturers

Instructor	Population	Email
Francesco Paolo DE SANCTIS	Population	

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 :

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.

Description

The course aims to introduce students to the main concepts and methodologies of entrepreneurship, with a particular focus on the innovative company at the early stage (start-up). By starting with the increasing importance that European governments give to the creation of innovative companies in France and Germany, it will be necessary, against all confusion and misunderstanding today visible in this booming sector, to clarify the theoretical bases linking innovation and entrepreneurship. The lecturer will help the students to form a team on specific projects that will be determined from their own interests and all having as their common denominator their seat in Strasbourg. The constraint of the border situation will give us the need to open the project internationally, to Germany and Switzerland. By following the principle of "learning by doing" as well as the recommendations of the lean start-up (and in general all methods of implementation since the pioneering work of Sarasvathy, 2001), the course on innovative entrepreneurship will consist in "training" the

teams in the constitution of a business plan. The model will be the pitch deck of Guy Kawasaki on their innovative business project.

Educational organisation

In class

Lectures

In groups

Exercises

Projects

Learning outcomes

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

- **Identify** an innovative business organization's operational and managerial challenges in a complex and evolving environment.
- **Describe** the challenges of an innovative company, knowing the founding texts and knowing how to explain and interpret them in a relevant way.
- **Present** the project according to the usual formats for start-ups (pitch deck)
- **Discuss** state-of-the-art innovative entrepreneurial concepts and tools and use them appropriately.
- **Apply** appropriate methodologies to develop appropriate solutions for business issues.
- **Use** templates, indicators and metrics for a market research and the creation of a Minimum Viable Product
- **Plan** an innovative business according to the methodologies of the lean start-up.

Outline

Introduction to innovative entrepreneurship 2h
Schumpeter, manuel OECD

The corporate manifesto
How to write a mission statement for a start-up 2h

The team
The key-positions 1h

The value proposition
The value proposition canvas and the lean canvas 3h

The field-based approach to the market
The lean start-up loop 2h

The competitors
The competitive analysis 2h

The business model
The business model canvas 2h

The border situation
The international conquest of new markets 3h

The financial plan
The cash-flow management 4h

The storytelling
The pitch 2h

Le pitch final
The pitch deck (Guy Kawasaki) 4h

Prerequisites

Key concepts to understand :

Knowledge of :

Knowledge of management and strategy basics.

Teaching material

Documents in all formats

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Software

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

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Recommended reading

Major works :

SCHUMPETER, Joseph, The Theory of Economic Development (1912), Transaction Publishers, New Brunswick, New Jersey, 2004

Further reading :

- OSTERWALDER, Alexander, Business model generation (2010), John Wiley & Sons
- KAWASAKY, Guy, Reality Check (2011), Penguin.
- RIES, Eric, Lean start-up (2011), Currency
- SILBERZAHN, Philippe, Effectuation (2014), Pearson

Research works by EM Strasbourg :

Assessment

Final assessment : last session

written + oral (15 min) / in group / English / weighting : 100%

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written + oral (15 min) / in group / English / weighting : 100%

additional information : This teaching unit is subject to a final check in oral form as a team, based on the business plan. The teacher will use an excel matrix to assess the pitch.

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

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.