

Entrepreneurship and Small Business in wine business (EM1S5M33)

Program	PGE
Module / ECTS / Path / Specialisation	Module :International Wine Management : 19 ECTS. <ul style="list-style-type: none">International Wine management and tourism
Discipline	Entrepreneurship
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	35

Coordinator

Coralie HALLER

Lecturers

Instructor	Population	Email
Coralie HALLER	Population	coralie.haller@em-strasbourg.eu
N2 N2	Population	

Course format

Working language :	English
Volume of contact hours :	28 h
Workload to be expected by the student :	112 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

A new age of innovations and entrepreneurship are taken place that brings to bear the energy, creativity and "wisdom of crowds" which are settling a new economic landscape.

Digital technology has also played an accelerating role in this transformation by radically lowering barriers to entry in many industries and by providing new tools for managing knowledge creation/sharing and by enabling new forms of continuous learning.

In this perspective, being able to appraise and understand the role of entrepreneurship becomes a matter of survival rather than choice.

Educational organisation

In class

Lectures

Seminars

Presentations

In groups

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Workshops

Assignments

Individual projects (online assignments, video,)

Specific projects / case studies

Learning outcomes

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

- **Define** context and issues related to entrepreneurship in the global world today;
- **Describe** what entrepreneurship is and what are the different form of entrepreneurship
- **Apply** specific tools and frameworks to a real life entrepreneurship project;
- **Evaluate** recent perspectives and conceptual frameworks in entrepreneurship;

Outline

Session 1 - 8h30-10h30 - 21st of October - Coralie HALLER

Setting of the learning context + Assignment guidelines

Entrepreneurship definition, context and issues:

- Contribution on entrepreneurial firms
- When acquisition leads to entrepreneurship

Session 2 - 10h45-12h30 - 21st of October - Coralie HALLER

Entrepreneurship as a Conceptual frameworks:

- Entrepreneurship Opportunities - Taxonomy of ways of how people become entrepreneurs
- Entrepreneurial Myths
- Causale reasoning Vs effectual reasoning

Session 3 - 13h30-15h30 - 21st of October - Coralie HALLER

Group Working session : Individual Pitch Elevator on Wine Entrepreneur

Choice of one project : innovative and creativity

Session 4 - 15h45-17h30 - 21st of October - Coralie HALLER

Business Model Canvas (BMC)

Session 5 - 8h30 -12h30 - 22nd of October - Coralie HALLER

Group Working session on Business Model Canvas (BMC)

Session 6 - 13h30-15h30 - 22nd of October - Coralie HALLER

Group presentation on Business Model Canvas (BMC)

Session 7 - 15h45-17h30 - 22nd of October - Coralie HALLER

Entrepreneurship and digital transformation:

- Digital transformation: definition, challenges and perspectives
- Why is digital transformation so different?
- Coexistence of several types of economies
- The stages of Digital Transformation
- Transactional Business Models Typology
- Revenue Models Typology
- Digital Transformation models
- Successful Experiment
- From Smart Connected Products to the Internet of Things (IoT)
- Toward a E-transformation of the world of wine

Session 8 - 8h30-12h30 - 23rd of October - Nadia LeLandais

Wine Cluster Initiative in Alsace

InvinoTECH®- <https://invinotech.fr>

Session 9 - 13h30-17h30 - 23rd of October - Wine Entrepreneurs

- Maxime Evers Le pupitre du Vin
- Mappivini

Session 10: Marc Dressler

TBA

Prerequisites

Key concepts to understand :

This course aims to provide participants with an awareness of entrepreneurial mindset, flexible methods and tools which are transforming the way work is performed in organization and thus impacting management practices in the wine industry:

1. Provide participants with understanding of context and issues related to entrepreneurship in the wine industry today;
2. Increase participants' awareness of recent conceptual approaches in entrepreneurship;
3. Give participants the possibility to apply specific tools and frameworks to a real life entrepreneurship project;

Knowledge of :

Teaching material

Documents in all formats

- Syllabus
- Newspaper articles
- Case studies

Recommended reading

Major works :

Fayolle, A. (2017) "Thinking the future of entrepreneurship research through French lenses", *Revue internationale des sciences de l'organisation*, Vol.1, n°3, p. 59-72.

Fisher, G. (2012) "Effectuation, Causation, and Bricolage: A Behavioral Comparison of Emerging Theories in Entrepreneurship Research" *Entrepreneurship Theory and Practices*, 1019-105

Johannisson B. (2014), "Entrepreneurship: theory, art and/or practice", in Fayolle A. (Ed.), *Handbook of Research on Entrepreneurship*, Cheltenham (UK): Edward Elgar Publishing, p. 63-85.

• Landström H. (2014), "A history of entrepreneurship research", in Fayolle A. (Ed.), *Handbook of Research on Entrepreneurship*, Cheltenham (UK): Edward Elgar Publishing, p. 23-62.

Read, S. & Sarasvathy, S.D. (2005) "Knowing what to do and doing what you know: Effectuation as a form of entrepreneurial expertise", *Journal of Private Equity*, vol.9, p.45-62.

Sarasvathy, S. D. (2001) "Causation and effectuation: toward a theoretical shift from economic inevitability to entrepreneurial contingency", *Academy of Management Review*, vol. 26, p.243-263.

Sarasvathy, S. D. (2001) "What makes entrepreneurs entrepreneurial ? ", *Harvard Business Review*, June

Sarasvathy, S.D. (2008) *Effectuation: Elements of entrepreneurial expertise*, Cheltenham:Edward Elgar Publishing

Further reading :

Barringer, B.R, Ireland R.D. (2012) *Entrepreneurship, successful launching new ventures*, 4th edition, Pearson Education

Research works by EM Strasbourg :

Haller C., Santoni, J., Barth, I. (2017) "Study of the role of stakeholders in an effectual entrepreneurial process within a context of proximity: Case of wine entrepreneurs supported by peers", *International Journal of entrepreneurship and small business*, vol.32, n° 1/2, p.208-228

Ben Tahar Y., Haller C., Massa C. and Bédé S. (2018). *Designing and creating tourism experience: adding value for tourists*. In Sotiriadis M. (Eds.), *Handbook of entrepreneurship in tourism, travel and hospitality : skills for successful ventures*, Emerald

Assessment

Intermediate evaluation / continuous assessment 1 : session n° Session 3

oral (5 min) / individual / English / weighting : 15%

additional information : Pitch Elevator of entrepreneurship project Within your group, you will present the A#1 – 5 minutes pitch of the wine entrepreneur's interview you have conducted. Answers to each of the 8 questions need to be presented. The presentation should be a given using a power point format. Your pitch will be followed by a 5 minutes' questions-answers time allowing the other members of the group to gather additional information and further details about the project. The ppt of your pitch should be ready BEFORE Class together. Each pitch will be peer-evaluated by every group member using the following making guide. Peer-evaluation will be

considered by the professor to grade A#2, but final grade will be given by the professor. You are required to upload the peer-evaluation on the google drive Each group has to select the ONE project which is the most innovative and original project.

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

Intermediate evaluation / continuous assessment 2 : session n° Session 6

oral (20 min) / in group / English / weighting : 40%

additional information : Group analysis of Entrepreneurship Project Business Model Canvas (BMC) Group will need to work on a Business Model Canvas to analysis the chosen entrepreneurship project. Additional information about Business Model Canvas will be given in session 2. Groups will need to prepare a BMC for the chosen entrepreneurial project in session 10. Group will then need to do a 20-minutes presentation which will present the Business Model Canvas the chosen entrepreneurship project. Each participant must contribute to both the presentation and delivery however it will be up to each group to decide the allocation of tasks. This restriction is to ensure all participant have an equal basis for marking. The presentation should be a given using a power point format.

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

Intermediate evaluation / continuous assessment 3 : session n° PRE COURSE - PREREQUISITES to be

able to Attend class - Send an email to the lecturer to receive the google drive document link

written + oral / individual / English / weighting : 15%

additional information : You are required to conduct an interview (face-to-face or virtual) with a wine entrepreneur of their choice. Entrepreneurs can come from your home country and can either be a man or a woman. If you are an entrepreneur, you cannot use your own company as the case study. The objective is for you to appraise the profile and behavior of an entrepreneur by asking him/her the following questions: 1. Who are you? (Profile) 2. What do you know? (Competences, knowledge, expertise) 3. Whom do you know? (Network) 4. Why did you start a company? 5. How this idea has moved to innovation? 6. What is your relationship to risk? To uncertainty? (Environment) 7. What is your relationships to the stakeholders? (Interaction, commitment) 8. How do you relate to the future? Prepare a 5 minutes pitch of the wine entrepreneur's interview you have conducted. Answers to each of the 8 questions need to be presented. The interview should be recorded and transcribed word-for-word. You are required to upload a copy of both the transcription and recording before session 1 on google drive Send an email to the lecturer to receive the google drive document link

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

Final assessment : Monday 4th November 2020

written / individual / English / weighting : 30%

additional information : You are asked to submit an individual essay. A minimum of 5 academic papers should be used and the essay should not exceed 4 pages (without bibliography). This essay should be based on your individual interview of the wine entrepreneur (A#1). It should answer the two following questions: 1- Discuss the different myths related to the entrepreneur's profile. Provide examples. 2- Define what causal and effectual reasoning are. Which reasoning was adopted by the entrepreneur and why? Provide example of specific situation. 1 day late submission = minus one point

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

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.