

Entrepreneurship and Small Business in wine business (EM1S5M33)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :International Wine Management : 19 ECTS. <ul style="list-style-type: none">• International Wine management and tourism
Discipline	Entrepreneurship
Year	2020
Semester	A
Open for visitors	yes (4 ECTS)
Available spots	35

Coordinator

Coralie HALLER

Lecturers

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

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 :

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.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

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 - 23nd of October - Nadia LeLandais

Wine Cluster Initiative in Alsace

InvinoTECH@- <https://invinotech.fr>

Session 9 - 13h30-17h30 - 23nd 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 :

Entrepreneurship

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 2019

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

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.