

Basics in Entrepreneurship (EM165M19)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Basics in Entrepreneurship : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Strategy
Year	2017
Semester	A
Open for visitors	yes (5 ECTS)
Available spots	45

Coordinator

Ksenija DJURICIC

Lecturers

Instructor	Population	Email
Ksenija DJURICIC	Population	ksenija.djuricic@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 :

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.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

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

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.