

# MAPP\_F\_ENT402

## ENTREPRENEURIAL PROJECT AND BUSINESS PLAN

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**Number of ECTS credits :** 4

**Course language :** English

**Course leader :** LEFEBVRE VINCENT

**Speakers :** AMIC (Marie-)Emilie , EROL Caroline , GULARI Nil , RADU-LEFEBVRE MIRUNA , SALMIVAARA Virva , VERSHININA Natalia , VOGTLIN CHRISTIAN , ZHOU Jing

### ≡ COURSE DESCRIPTION

The objective of this course is to teach students to identify and analyze the main steps of the entrepreneurial process through a practical undertaking in the launch process of a new activity based on an entrepreneurial opportunity.

From entrepreneurial alertness to business plan, this course insists on the implementation of innovative and original ideas.

The proposed value creation of the students' projects is addressed to specifically identified stakeholders and is supported by a rigorous project management method to elaborate the business plan.

### ≡ COURSE OBJECTIVES

At the end of this course, the student will be able to:

- Identify an entrepreneurial opportunity
- Prototype and test an innovative solution
- Evaluate and report the economic feasibility of the project
- Communicate strategically about the project
- Craft a business plan and budget up to market launch

### ≡ LEARNING OBJECTIVES

<b>C4B learning goal</b>	LG3 - Entrepreneurship and Innovation
<b>C4B learning objective</b>	LO7 - Identify needs and draw up an appropriate offer
<b>Outcomes</b>	Lev. 3 - Construct and formulate a new offer
<b>C4B learning goal</b>	LG3 - Entrepreneurship and Innovation
<b>C4B learning objective</b>	LO9 - Develop innovative solutions and test them
<b>Outcomes</b>	Lev. 2 - Think "out of the box" to imagine and submit new ideas. Arbitrate between innovative ideas
<b>C4B learning goal</b>	LG5 - Cooperation
<b>C4B learning objective</b>	LO14 - Work effectively in a team
<b>Outcomes</b>	Lev. 2 - Contribute to the development of a collective production

### ≡ TACKLED CONCEPTS

The concepts covered are particularly those associated with entrepreneurial processes (entrepreneurial opportunity, innovation, prototyping, lean startup methodology, Business Model, executive summary, pitch)

### ≡ LEARNING METHODS

Workshop format and active pedagogy are preferred.

elearning sequences, workshops in classroom, tests and project structuration outside of the classroom.

Online courses.

## ≡ EXPECTED WORK AND EVALUATION

The assessment of the course will balance individual and collective examinations to reflect: the individual acquisition of knowledge and investment in the staging of formalizing a business opportunity; such as the collective ability by entrepreneurial teams to produce an attractive and compelling business plan for their entrepreneurial project

Accordingly, examinations will be conducted on a continuous basis.

For the individual assessment (50% of the final grade):

- students will perform a MCQ dcovering earning resources by. the end of thes eminar. This MCQ evaluates their acquisition of knowledge associated to entrepreneurial projets developments and concepts mobilised in the process. The MCQ is worth for 25% of the final grade.
- By entrepreneurial team, students will have to objectively estimate the investment of each member in the conduct of the entrepreneurial project. This peer-grading will represent 25% of the final grade.

For the collective assessment (50% of the final grade):

- By. the end of. the seminar and workshops, entrepreneurial teams will be assessed on a video pitch and ability to convince potential investors (25% of the final grade). The positioning, feasibility, viability and attractiveness for an investor will be key for this assessment.
- By the end of the seminar, entrepreneurial teams will submit a final deck (eg a business plan) which will evaluate their ability to structure a consistent, feasible and viable entrepreneurial project. this assessment will count for 25% of the final grade.

## ≡ BIBLIOGRAPHY

A selective bibliography will be provided for each seminars through Blackboard.

Mandatory readings

- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value proposition design: How to create products and services customers want*. John Wiley & Sons.
- Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Crown Books.

Additional Readings

- Baehr, E., & Loomis, E. (2015). *Get Backed: Craft Your Story, Build the Perfect Pitch Deck, and Launch the Venture of Your Dreams*. Harvard Business Review Press.
- Léger-Jarniou, C., Certhoux, G., Degeorge, J. M., Lameta, N., & Le Goff, H. (2016). *Entrepreneuriat*. Dunod.

## ≡ EVALUATION METHODS

**100 %** : Continus Assessment