

S3ENT402

INITIATION TO ENTREPRENEURSHIP

Number of ECTS credits : 4

Course language : English or French

Course leader : RONTEAU Sebastien

Speakers : ALRABIE Nour , AMIC (Marie-)Emilie , BOWEN Robert , BUFFA Vincenzo , CERTHOUX Gilles , DIOT Benoît , FLAURAUD Delphine , GOUEDARD Marine , LE PENDEVEN Benjamin , LY Jean-Michel , RONTEAU Sebastien , VELAI Nicolas , VERSHININA Natalia , VOGTLIN Christian

≡ 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

Master the basic techniques of project management

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO2 - Analyse complex situations
Outcomes	Lev. 0 - NC
C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 0 - NC
C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO7 - Identify needs and draw up an appropriate offer
Outcomes	Lev. 0 - NC
C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO9 - Develop innovative solutions and test them
Outcomes	Lev. 0 - NC
C4B learning goal	LG5 - Cooperation
C4B learning objective	LO14 - Work effectively in a team
Outcomes	Lev. 0 - NC

≡ TACKLED CONCEPTS

The concepts covered are particularly those associated with entrepreneurial processes (entrepreneurial opportunity, innovation, prototyping, lean startup methodology, Business Model, executive summary, pitch) and the techniques of project management such as structuration, planning, risk analysis, project monitoring and control.

≡ LEARNING METHODS

Workshop format and active pedagogy are preferred.

In class teaching, practical exercises in a computer room, tests and project structuration outside of the classroom.

Online courses.

≡ ASSIGNMENTS

Business plan analysis

Business plan elaboration

Project reports

Entrepreneurship : 70%

- Pitch : 30%
- Business Plan : 30%
- Quality of the intermediate assignments : 10%

Project management: 30%

- Project Scope: 15%
- Participation in forums : 10%
- Quizz: 5%

≡ BIBLIOGRAPHY

Resources and required resources will be available on Blackboard.

≡ EVALUATION METHODS

100 % : Dossier Business Plan

≡ SESSIONS

1 Introduction - Identifying an entrepreneurial opportunity

LECTURE : 02h00

Introductory session. This session aims to demystify entrepreneurship and put the students in the state of entrepreneurial alertness. The students will start the process of identifying an entrepreneurial opportunity.

2 Pretotyping an entrepreneurial idea

LECTURE : 02h00

With the lean startup and pretotyping approaches, this session aims to commit groups of students to 1) the implementation of a minimum viable product and 2) the testing of the targeted problem and the suggested solution. The design of the structure of the value proposition will be addressed.

3 Business Modeling 1/2

LECTURE : 02h00

The heart of an entrepreneurial opportunity lies in its Business Model. This first session dedicated to Business Models concentrates on the streams of revenue and market attractiveness.

4 Business Modeling 2/2

LECTURE : 02h00

This second session dedicated to the Business Models is dedicated to economic feasibility and the architecture of value creation to implement in order to deliver the value proposition.

5 Project review

MEETING POINT : 00h30

Review of this first stage of each project. This session aims to validate the steps structured by the teams and raise points of concern.

6**Pitch methodology**

LECTURE : 01h00

During this session, the groups of students will be prepared to pitch their entrepreneurial opportunity. The structure and timing of a pitch will be addressed.

7**Project Scope**

ON LINE LECTURES : 01h00

This session focuses on the Entrepreneurial Project scope definition. The objective is to clarify Project objective and to study its feasibility. This analysis is the first step in project management.

8**Pitch**

LECTURE : 01h00

This session is dedicated to the presentation of the entrepreneurial opportunities: the pitch. In a short time, each team will present and convince the class of the opportunity they present.

9**WBS and Risk management**

ON LINE LECTURES : 02h00

This session focuses more specifically on the notions of WBS and risk analysis, applied to the students' entrepreneurial projects.

10**Planning the entrepreneurial project**

COMPUTER LAB : 02h00

This session focuses on project schedule development, based on Gantt and network diagram techniques. Students will learn fundamentals of Project Management software and start transcribing the initialization of the project into MS Project.

11**Project review**

MEETING POINT : 00h30

Review of this second stage of each project. This session aims to validate the steps structured by the teams and raise points of concern.

12**Budgeting the project**

ON LINE LECTURES : 02h00

This session is dedicated to transcribing the budget of the initiation phase of the entrepreneurial project.