

Number of ECTS credits : 4

Course language : French , English

Course responsible : CERTHOUX Gilles

Teachers : CERTHOUX Gilles , LEFEBVRE Vincent , RADU LEFEBVRE Miruna , RENOUF Jérémie

≡ COURSE DESCRIPTION

During this class, students will have to elaborate a complete business plan in teams; the goal of this project is for students to apply strategic and entrepreneurial concepts and methods to a concrete business situation. Indeed, students will notably have to perform a complete diagnosis of a competitive environment, identify strategic opportunities and threats, assess the capabilities possessed and needed, define a competitive strategy, make operational choices, and assess the feasibility of the new business venture.

≡ COURSE OBJECTIVES

Having completed this course the student is expected to demonstrate:

- An ability to identify and describe the main stages of the entrepreneurial process

- An ability to analyze a Business Plan

- An ability to elaborate an original Business Plan

≡ LEARNING GOALS

LO02 - Analysis : Analyse complex situations

LO04 - Action : Make proposals, take initiatives

LO07 - Entrepreneurship and Innovation : Identify needs and draw up an appropriate offer

LO09 - Entrepreneurship and Innovation : Develop innovative solutions and test them

LO14 - Cooperation : Work effectively in a team

≡ TACKLED CONCEPTS

business opportunity

business feasibility

business model

≡ LEARNING METHODS

Lecture, case study, team-work

≡ ASSIGNMENTS

Business plan analysis

Business plan elaboration

≡ BIBLIOGRAPHY

Robert A. Baron and Scott A. Shane (2008). Entrepreneurship: A Process Perspective, Thompson

≡ EVALUATION METHODS

100 % : Dossier Business Plan

≡ SESSIONS

1

Lecture

LECTURE : 02h00

Entrepreneurial intention (model)

Entrepreneurial profile (psychological traits)

Entrepreneurial motivation

2

Business model

LECTURE : 00h00

- Entrepreneurial process
 - A/Identification of business opportunities
 - B/Analysis of business feasibility
 - C/ Business model design
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3

Team assessment

LECTURE : 00h00

Assessed group oral presentations: Business Plan analysis

4

Coaching

LECTURE : 00h00

Team working: Original business plan elaboration.
