Summary
This class is the foundation course in entrepreneurial management. The purpose of this course is to explore new venture creation by adopting a process perspective - from opportunity recognition to establishing a successful new firm.

Content
• Introduction to Entrepreneurship
• Opportunity Identification / Sources of Innovation
• Entry Strategy, Competitive Advantage and Uncertainty
• Business Models
• Entrepreneurial Marketing and Technology Commercialization
• Discovery Driven Planning / Basics of business planning
• Issues in Building a New Venture Team / Growth and Scalability of Organizations
• Raising capital / Financing new ventures
• Harvesting the Rewards / Dealing with Failure

Keywords
Entrepreneurship, New Firms, Technology Commercialization

Learning Outcomes
By the end of the course, the student must be able to:
• Plan a new venture
• Assess / Evaluate market demand for innovative goods
• Investigate different business opportunities
• Analyze data pertaining to the new business
• Manage team of students
• Assess / Evaluate value creation potential of new offerings

Transversal skills
• Access and evaluate appropriate sources of information.
• Make an oral presentation.
• Identify the different roles that are involved in well-functioning teams and assume different roles, including leadership roles.
• Evaluate one’s own performance in the team, receive and respond appropriately to feedback.
• Demonstrate a capacity for creativity.
• Assess one’s own level of skill acquisition, and plan their on-going learning goals.
• Continue to work through difficulties or initial failure to find optimal solutions.
• Plan and carry out activities in a way which makes optimal use of available time and other resources.
• Communicate effectively, being understood, including across different languages and cultures.

Teaching methods

• Case studies
• Group discussions
• In-class exercises
• Lectures
• Guest speakers (entrepreneurs and investors)

Assessment methods

Continuous assessment combining:

40% New venture project (oral presentations and written report)
20% Classroom participation
40% Individual assignments

Supervision

Office hours Yes
Assistants Yes
Forum No
Others Office hours upon request

Resources

Virtual desktop infrastructure (VDI)
No

Bibliography

• Bhide, A. (1996) The questions every entrepreneur must answer, HBR, Nov-Dec, pp. 120-130
• and other readings.

**Websites**

• http://Entc.epfl.ch