Summary
This class is the foundational course in entrepreneurial management. This course provides a practical and theoretical overview of the iterative and experimental entrepreneurial process: from opportunity recognition to developing a viable, desirable and feasible business concept.

Content

• Introduction to Entrepreneurship
• Opportunity Identification and Evaluation
• Entrepreneurial Teams
• Pitching and Presentation Skills
• Basics of Strategy and Business Planning
• Business Model Design and Value Proposition
• Marketing in New Ventures
• Financing and Fundraising
• Social Entrepreneurship

Keywords
Entrepreneurship, New Firms, Technology Commercialization, Ideation, Prototyping, Lean Startup

Learning Outcomes
By the end of the course, the student must be able to:
• Understanding the challenges of new venture creation in a comprehensive, integrative way
• Experiencing the early stages of the entrepreneurial process by working on a venture project proposal
• Sharpening your ability to analyze and evaluate new venture opportunities
• Being able to write and present a convincing venture project proposal
• Develop an "entrepreneurial mindset"

Transversal skills
• Continue to work through difficulties or initial failure to find optimal solutions.
• Identify the different roles that are involved in well-functioning teams and assume different roles, including leadership roles.
• Assess one's own level of skill acquisition, and plan their on-going learning goals.
• Evaluate one's own performance in the team, receive and respond appropriately to feedback.
• Plan and carry out activities in a way which makes optimal use of available time and other resources.
• Demonstrate a capacity for creativity.
• Communicate effectively, being understood, including across different languages and cultures.
• Access and evaluate appropriate sources of information.
• Make an oral presentation.
• Set objectives and design an action plan to reach those objectives.
• Communicate effectively with professionals from other disciplines.
• Negotiate effectively within the group.
• Resolve conflicts in ways that are productive for the task and the people concerned.
• Respect relevant legal guidelines and ethical codes for the profession.
• Take account of the social and human dimensions of the engineering profession.
• Take responsibility for environmental impacts of her/ his actions and decisions.
• Take responsibility for health and safety of self and others in a working context.

Teaching methods

• Team work (developing a venture project proposal)
• Group discussions
• In-class exercises
• Lectures
• Case studies
• Guest speakers (entrepreneurs and investors)

Assessment methods

Continuous assessment combining:

• 70% New venture project (New venture ideas presentation: 20% - Marketing and strategy presentation: 20% - Final venture concept presentation: 30% - Final venture concept report: 30%)
• 20% Individual assignment: reflection paper
• 10% Individual assessment: peer to peer feedback (New venture ideas presentation: 50% - Marketing and strategy presentation: 50%)

Supervision

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<tr>
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Resources

Virtual desktop infrastructure (VDI)
No

Bibliography
Session 1: Introduction to Entrepreneurship

Session 2: Opportunity Identification and Evaluation

Session 6: Basics of Strategy in New Ventures


Session 7: Business Model Design

Session 8: Marketing in New Ventures


Session 9: Financing your Venture


Session 11: Basics of business planning- Content and Process


• Case Study: WALLYCARD. Note: This class session will be based on this case study. Please read it before class.

Ressources en bibliothèque
• The entrepreneurial mindset / McGrath
• Entrepreneurial Marketing / Lodish

Websites
• http://Entc.epfl.ch

Moodle Link
• https://go.epfl.ch/envs