Summary
This course provides an introduction to the topic of entrepreneurship, the process of new firm creation and the commercialization of technologies.

Content
We will go into the following topics according to the following plan:
- Importance of Entrepreneurship for Economic Development and National Competitiveness
- Entrepreneurial Opportunity Identification
- Challenges in Setting up and Growing a New Firm
- Financing an Innovative Firm
- Management of Technology Ventures

Keywords
New Firm, Entrepreneurial spirit, Business Plan, Technology Commercialization

POLY-perspective:
- interdisciplinary perspective
- creative perspective

https://www.epfl.ch/schools/cdh/cdhs-vision/

Learning Outcomes
By the end of the course, the student must be able to:
- Analyze markets for innovative products/services
- Compare business activities of competing firms
- Decide strategies for new firms
- Develop business plan for new start-ups
- Explore business opportunities

Transversal skills
- Evaluate one’s own performance in the team, receive and respond appropriately to feedback.
- Access and evaluate appropriate sources of information.
• Make an oral presentation.

**Teaching methods**
Teaching with active participation of students, entrepreneurial project with regular presentations.

**Expected student activities**
Active participation of students in class, business idea generation individually and in groups, development of a business project, discussions in class, presentations in class.

**Assessment methods**
50% Business plan project (group project incl. three presentations and final commented pitch deck)
30% Individual assignment
20% Peer-2-Peer Feedback Evaluation

**Supervision**
Office hours: Yes
Assistants: Yes
Others: Office hours upon request

**Resources**

**Websites**
• [http://entc.epfl.ch](http://entc.epfl.ch)