**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

**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, project (business plan) and 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
40% Business plan project (group project incl. three presentations and one final written report)
40% Individual assignment
20% Individual classroom participation

Supervision
Office hours  Yes
Assistants   Yes
Others      Office hours upon request

Resources
Websites
• http://entc.epfl.ch