

HUM-348

Entrepreneurship

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Cursus	Sem.	Type
Humanities and Social Sciences	BA5	Opt.

Language of teaching	English
Credits	2
Session	Winter
Semester	Fall
Exam	During the semester
Workload	60h
Weeks	14
Hours	2 weekly
Courses	2 weekly
Number of positions	40

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

Presentation in group; 2 individual works; oral presentation; project group (Business plan)

Supervision

Assistants Yes

Resources**Bibliography**

Richard Branson: "Business Stripped Bare: Adventures of a Global Entrepreneur". London: Virgin Books, New York, 2009. (**recommended background reading, not mandatory**)

Ressources en bibliothèque

- [Business Stripped Bare: Adventures of a Global Entrepreneur / Branson](#)

Websites

- <http://entc.epfl.ch>