

MGT-413

Entrepreneurship & new venture strategy

Vacat .

Cursus	Sem.	Type
Management, Technology and Entrepreneurship minor	E	Opt.
Managmt, tech et entr.	MA2, MA4	Opt.

Language of teaching	English
Credits	4
Session	Summer
Semester	Spring
Exam	During the semester
Workload	120h
Weeks	14
Hours	3 weekly
Courses	3 weekly
Number of positions	63

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.

Teaching methods

- Case studies
- Group discussions
- Lectures
- Business case presentations
- Guest speakers (entrepreneurs)

Assessment methods

Continuous assessment combining:

45% Business Plan proposal
25% Participation
30% Assignments

Supervision

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

Resources

Bibliography

- Bhide, A. (1996) The questions every entrepreneur must answer, HBR, Nov-Dec, pp. 120-130
- Baron, R.A./Shane, S.A.(2005) Entrepreneurship: A field and an activity, in: Entrepreneurship: A process perspective, chapter 1, pp. 2-26.
- Gruber, M. (2004) Marketing in New Ventures: Theory and Empirical Evidence, Schmalenbach Business Review, Vol. 56, pp. 164-199.
- Kim, W.C./Mauborgne, R.(1999) Creating new market space, HBR, Jan-Feb, 83-93.
- Lodish,L.M. et al. (2001) Positioning, Targeting, and Segmentation, in: Entrepreneurial Marketing, chapter 1, pp. 1-16; Summary of the book on pp. 237-243 (chapter 13).
- Hambrick, D.C., Fredrickson, J. W. (2001): Are you sure you have a strategy? In: Academy of Management Executive. Vol. 15, No. 4, pp. 48-59
- McGrath, R.G./MacMillan, I.C. (1995) Discovery-driven planning, HBR, July-August, pp. 44-54.
- Block, Z./MacMillan, I.C.(1985) Milestones for successful venture planning, HBR, Sep-Oct, pp. 184-196.
- Sahlman, W.A. (1997) How to write a great business plan, HBR, July-August, pp. 98-108.
- and other readings.

Websites

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