

MGT-421

Essentials of for-profit & hybrid entrepreneurship

Gruber Marc

Cursus	Sem.	Type
Managmt, dur et tech	MA2	Obl.

Language of teaching	English
Credits	3
Withdrawal	Unauthorized
Session	Summer
Semester	Spring
Exam	During the semester
Workload	90h
Weeks	14
Hours	3 weekly
Courses	2 weekly
Project	1 weekly
Number of positions	40

It is not allowed to withdraw from this subject after the registration deadline.

Summary

This course provides an introduction to the topic of entrepreneurship in for-profit and hybrid settings (social and sustainability goals). The course integrates theories of entrepreneurship with a practical, process-based project in which students develop a business concept in teams. Blocked Course.

Content

We will go into the following topics:

- Importance of Entrepreneurship for Economic Development and National Competitiveness
- Similarities and differences between hybrid and pure for-profit entrepreneurship
- Founder Identity and figuring out the type of the venture you want to create
- Entrepreneurial Opportunity Identification
- Challenges in Setting up and Growing a New Firm

The course is given in a blocked format on several distinct dates. Please see communication at the beginning of the spring term.

Keywords

Venture Creation
Sustainable and Social Entrepreneurship
Founder Identity
Entrepreneurial Process

Learning Prerequisites**Required courses**

none

Learning Outcomes

- Analyze Opportunities for for-profit & hybrid ventures

- Judge one's own preferences
- Contextualise entrepreneurship
- Contrast different types of ventures
- Recognize opportunities
- Explain importance of entrepreneurship/sustainable entrepreneurship

Transversal skills

- Communicate effectively with professionals from other disciplines.
- Communicate effectively, being understood, including across different languages and cultures.
- Plan and carry out activities in a way which makes optimal use of available time and other resources.
- Assess progress against the plan, and adapt the plan as appropriate.
- Identify the different roles that are involved in well-functioning teams and assume different roles, including leadership roles.
- Demonstrate a capacity for creativity.
- Demonstrate the capacity for critical thinking

Teaching methods

Course format integrates lectures with active participation of students in workshops to develop an entrepreneurial project in teams. Occasional guest speakers and regular presentations from student teams are part of the learning journey.

Expected student activities

Active participation of students in workshops, business idea generation individually and in groups, development of a business project (using time during class workshops as well as outside of class), presentations to the class, feedback to peers.

Assessment methods

during the semester:
 Oral participation 20%
 Group project 50%
 Individual report 30%

Supervision

Office hours	Yes
Assistants	Yes
Forum	No

Resources

Virtual desktop infrastructure (VDI)
 No

Bibliography

provided in syllabus by lecturer

Moodle Link

- <https://go.epfl.ch/MGT-421>