Introduction to entrepreneurship

Gruber Marc, Weissenböck Eva

Cursus: Humanities and Social Sciences
Sem.: BA3
Type: Obl.

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

Remark
Une seule inscription à un cours SHS+MGT autorisée. En cas d'inscriptions multiples elles seront toutes supprimées sans notification.

Summary
This course provides an introduction to the topic of entrepreneurship, the process of new firm creation and the commercialization of technologies. The course integrates theories of entrepreneurship with a practical, process-based project in which students develop a business concept in teams.

Content
We will go into the following topics:
• 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, Venture Creation, Entrepreneurial Spirit, Business Plan, Business Model, Technology Commercialization

Learning Prerequisites
Required courses
None

Recommended courses
No specific courses recommended

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
• Identify and empathize with the needs and desires of potential customers.

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.
• Continue to work through difficulties or initial failure to find optimal solutions.

Teaching methods
Course format integrate lectures with active participation of students in workshops on campus to develop an entrepreneurial project in teams. Occasional guest speakers and regular presentations from student teams will take place online.

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
70% Business concept project (group project incl. final annotated pitch deck and written business concept proposal)
30% Peer-to-peer feedback evaluation (individual grade)

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

Resources
Virtual desktop infrastructure (VDI)
No

Bibliography
Relevant articles provided by instructor.

Moodle Link
• https://go.epfl.ch/MGT-201