

MGT-413

**Entrepreneurship & new venture strategy**

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

Language of teaching	English
Credits	4
Withdrawal Session	Unauthorized Summer
Semester	Spring
Exam	During the semester
Workload	120h
Weeks	14
<b>Hours</b>	<b>3 weekly</b>
Lecture	2 weekly
Project	1 weekly
<b>Number of positions</b>	<b>50</b>

**Il n'est pas autorisé de se retirer de cette matière après le délai d'inscription.**

**Remark**

Special schedule. See the MTE website: <https://go.epfl.ch/mte>

**Summary**

A foundational course on the science and practice of launching new ventures. The purpose is to study and experience the first stages of the entrepreneurial process: from the identification of promising opportunities to the development of a viable and innovative business concept.

**Content**

- Introduction to entrepreneurship
- Opportunity identification and evaluation
- Entrepreneurial teams
- Pitching and presentation skills
- Testing and validation
- Business model design
- Marketing and business planning
- Financing and fundraising
- Social entrepreneurship

**Keywords**

Entrepreneurship, New ventures, Technology commercialization, Ideation, Prototyping, Lean Startup

**Learning Outcomes**

By the end of the course, the student must be able to:

- Recognize the challenges of new venture creation in a comprehensive, integrative way

- Experience the early stages of the entrepreneurial process by working on a venture project proposal
- Sharpen one's ability to analyze and evaluate new venture opportunities
- Write and present a convincing venture project proposal
- Develop an "entrepreneurial mindset"

### Transversal skills

- Resolve conflicts in ways that are productive for the task and the people concerned.
- Continue to work through difficulties or initial failure to find optimal solutions.
- Take feedback (critique) and respond in an appropriate manner.
- Collect data.
- Take responsibility for environmental impacts of her/ his actions and decisions.
- Communicate effectively with professionals from other disciplines.
- Give feedback (critique) in an appropriate fashion.
- Negotiate effectively within the group.
- Demonstrate a capacity for creativity.

### Teaching methods

- Team work (developing business plan for a new venture)
- In-class exercises
- Lectures
- Case studies
- Guest speakers

### Assessment methods

The course follows a continuous assessment approach, which provides more opportunities for feedback and learning from peers, lecturers and experts, and distributes more evenly the workload. Both individual- and team-based grades are given. 60% group project, 40% individual assesment.

### Supervision

Office hours	Yes
Assistants	Yes
Forum	Yes
Others	Office hours upon request

### Resources

#### Virtual desktop infrastructure (VDI)

No

### Bibliography

Relevant readings and resources are given in the comprehensive syllabus handed out at the beginning of the term

### Websites

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

**Moodle Link**

- <https://go.epfl.ch/MGT-413>