

MGT-201

**Introduction to entrepreneurship**

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<b>Cursus</b>	<b>Sem.</b>	<b>Type</b>
Humanities and Social Sciences	BA3	Obl.

Language of teaching	English
Credits	2
Session	Winter
Semester	Fall
Exam	During the semester
Workload	60h
Weeks	14
<b>Hours</b>	<b>2 weekly</b>
Lecture	2 weekly
<b>Number of positions</b>	<b>85</b>

**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 field of entrepreneurship, in particular the process of new venture creation and the commercialization of technologies. It integrates theories of entrepreneurship with a practical, process-based project, where students develop a business concept in teams.

**Content**

The course will cover several key topics, including the 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, and the management of technology ventures.

**Keywords**

New venture creation, startup, entrepreneurial mindset, 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 plans for new startups
- 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.
- Demonstrate the capacity for critical thinking

### Teaching methods

The course will feature guest speakers, case studies, group work, a venture project, and presentations in class. These elements will provide students with hands-on experience in developing and implementing business strategies.

### Expected student activities

This is a process-based course where each session builds on concepts from the previous ones. Staying current with the coursework each week is important to ensure a solid understanding of the core concepts, which are essential for contributing effectively to your team's new venture proposal (a significant part of your grade). Note that student teams will be formed in Session 3, so attendance on Tuesday, 24th September 2024, from 3:15 to 5:00 pm is required. If you have any issues, please discuss them with the Teaching Assistant.

### Assessment methods

60% New venture project  
25% Peer-to-peer feedback  
15% Class participation

### Supervision

Office hours	No
Assistants	Yes
Forum	No

### Resources

#### Virtual desktop infrastructure (VDI)

No

#### Bibliography

Relevant articles provided by instructor.

#### Moodle Link

- <https://go.epfl.ch/MGT-201>