

Entrepreneurship (2 ECTS)

Introduction

“Entrepreneurship” is an integrative capstone course, based on the insight that in today’s business environment, entrepreneurial management skills are key for general managers and entrepreneurs alike. The course introduces cutting-edge material – tools, frameworks, perspectives – that allow you to acquire the basics of entrepreneurial management. At the same time, the course encourages you to adopt a holistic perspective on building, managing and acquiring new businesses, and it asks you to synthesize and apply what you have learned so far in the program.

Objectives

The course pursues two main objectives.

First, it aims at enabling you to turn an idea into a revenue-generating business, in various contexts: for example, in a corporate setting, family business, start up or entrepreneurship through acquisition. As such, the course is likely to offer you valuable guidance and management tools for your future careers as business leaders.

Second, the course addresses your potential concerns and doubts about whether you “have what it takes” to be an entrepreneur. We do this by opening up the “black box” of entrepreneurship, and by making the process clear and understandable.

Content

This course has three central themes:

(1) What makes an entrepreneur and how entrepreneurs behave, (2) how entrepreneurs conceptualize new businesses, and (3) how to implement new businesses, manage corporate entrepreneurship, or acquire existing businesses. The course is designed, accordingly, in three modules:

Module 1 - Adopting an Entrepreneurial Mindset. The sessions in this module explore the entrepreneur’s behaviour, the nature of business opportunities and the process of building a business.

Module 2 - Conceptualizing New Businesses. The sessions in this module introduce a series of frameworks and tools to help in the design, evaluation and planning of new ventures.

Module 3 - Taking Action: Acquiring and Managing Resources. An entrepreneur’s fundamental challenge in implementing a new business is to identify, acquire, and manage necessary resources in

order to “create something from nothing. In the sessions in this module, we will discuss this key challenge. We will also discuss the different career paths which offer you opportunities to apply and benefit from entrepreneurial management and leadership skills.

Evaluation

The grade is based on the contribution to learning in class (50%), and a final report (50%).

Class Participation. Contribution to classroom learning will be determined based on active participation in classroom discussions and your ability to demonstrate your understanding of the materials assigned to a particular session; keeping in mind quality and quantity of participation (with greater weight on the quality and depth of your answers).

Final Report. Details of the final report will be announced in class. Teams will be able to choose between 2 different types of projects: one oriented towards investment decisions, the other towards designing and pitching an entrepreneurial concept as a start-up. Teams will choose and report an option by Session 3.

Competences

Basic

CB6. Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB7. The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB10. Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General

CG1. Expose and discuss business situations rigorously and effectively, using both formal and informal procedures, and providing relevant data to support their observations and conclusions.

CG4. Understand and apply the mechanisms that generate an environment of collaboration, communication, and trust between the members of a team or organization.

CG5. Identify the catalysts for personal and organizational change to encourage entrepreneurial and innovative behavior that allows adaptation to change business environments.

CG7. Effectively distinguish and categorize relevant information for business decision-making.

CG9. Interpret the global context to analyze and judge the threats and opportunities for the organization.

General

CE01. Apply a structured and rigorous process of analyzing business situations that integrates all the

business dimensions (personal, strategic, financial, etc.) and concludes with a reasonable and feasible action plan.

CE29. Mastery of computer and technological tools (ICT), applied to accounting and financial management, to make correct decisions.

CE32. Ability to develop business plans, understanding each of the processes, which allow presenting business plans to real investors.