

5.0 credits	30.0 h	1q
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Teacher(s) :	Witmeur Olivier (compensates Janssen Frank) ; Janssen Frank ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	The importance of entrepreneurial ventures in Europe has been recognized since the 1980s. Moreover, recent changes in the European economy have created new opportunities for entrepreneurial initiatives. Entrepreneurs are today seen as the drivers of the market economy and their activities provide wealth, jobs and diversity of choice for consumers. However, most business school programs are still oriented towards existing and/or large traditional firms. The purpose of this course is to introduce students to the specificities of entrepreneurial ventures and to help them understand how these firms are created and managed.
Aims :	At the end of the class, students should be able to : - Understand the importance of entrepreneurship for the European economy today - Understand the specificities of entrepreneurial ventures (economic, human, financial, legal, organisational,) - Start to learn and develop entrepreneurial skills (extra or intra-preneurial) <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Content :	Summary The course will contain theoretical parts, but will also be organized around real-life entrepreneurial processes. The pedagogy is based on problem learning. Several sessions involve interactive case studies and entrepreneurs/ventures presentations All students will be required to complete and present either their own new venture creation project or to analyze and discuss a theoretical problem related to entrepreneurship, on the basis of the experience of an entrepreneur. The last three sessions will be devoted to presentation and discussion of the students' group works or projects. All students are expected to participate actively to the course. Students will be evaluated on basis of class participation, in class case studies and essays (50%) and final group presentations and written works (50%). Content - The concept of entrepreneurship: definitions, historical, economic, managerial, psychological and sociological approaches - The importance of entrepreneurship: new ventures, SMEs and entrepreneurial ventures in the European economy; the European Commission's green paper on entrepreneurship in Europe - Entrepreneurial process and strategies: identifying opportunities, new venture creation, human aspects, financing entrepreneurial ventures, other resources; European case studies - Managing growth: aspects related to the founder(s), the characteristics of the firm, its strategy and its environment; European case studies - Presentation of existing entrepreneurial firms or projects by the students Methods In-class activities - Lectures - Interactive seminar - Problem based learning - Project based learning At home activities - Readings to prepare the lecture - Paper work - Students presentation

<p>Other infos :</p>	<p>Prerequisites (ideally in terms of competencies)</p> <p>Evaluation : Class participation, case studies, exercises, oral presentations, final written report and oral presentation</p> <p>Support : Provided through icampus</p> <p>References : J. Timmons and S. Spinelli, New venture creation : Entrepreneurship for the 21st century, McGraw-Hill ; Journal of Business Venturing; Entrepreneurship, Theory and Practice</p> <p>Internationalisation</p> <ul style="list-style-type: none"> - CEMS course - international content (does the course tackle international issues related to the course content ?) - international guests - international case study <p>Corporate features</p> <ul style="list-style-type: none"> - conference - case study - corporate guest <p>Skills</p> <ul style="list-style-type: none"> - presentation skills - writing skills - team work - problem solving - project management - multicultural work - critical thinking - assertiveness <p>Techniques and tools for teaching and learning</p> <ul style="list-style-type: none"> - IT tools
<p>Cycle and year of study :</p>	<p>> Master [120] in Management > Master 120 of arts in Business engineering > Master [120] in Business Engineering</p>
<p>Faculty or entity in charge:</p>	<p>CLSM</p>