UCL Université catholique de Louvain

LLSMS2114

2015-2016

Entrepreneurship

5.0 credits	30.0 h	1q

Teacher(s) :	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 :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.3. Decide and act responsibly ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 3. A scientific and systematif approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3.Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 3.5.Produce, through analysis and diagnosis, implementable solutions' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 4.3. ' collaborate and actively drive forward collective ac- tions for change' 5. Work effectively in an international and multicultural environment 5.1.Understand the inner workings of an organization ' 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' 5.3.Understand and establish their own role and scope for action ' 6. Teamwork and leadership 6.1. Work in a team... 6.2. Exercise enlightened leadership skills' 7. Project management 7.1.Analyse a project within its environment and define the expected outcomes' 7.2. Organize, manage and control the process, ' 7.3.Make decisions and take responsibility for them in an uncertain world ' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 8.2. Interact and discuss effectively ' 8.3. Persuade and negotiate ' 9. Personal and professional development 9.1. Independent self-starter ' 9.2. Self-awareness and self-control ' 9.3. Self-motivation' 9.4. Quick study, lifelong learner ' At the end of this course, the student will be able to: -- - At the end of this course, the student is able to understand the importance of entrepreneurship for the European economy today. - At the end of this course, the student is able to understand the specificities of entrepreneurial ventures (economic, human, financial, legal, organisational, etc.). - At the end of this course, the student has developed entrepreneurial skills (extra or intra-preneurial). - At the end of this course, the student is able to manage a group project and to communicate and defend his/her point of view in front of an audience. - At the end of this course, the student is able to communicate to an audience.- At the end of this course, the student is able to work in teams. *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".*
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
Bibliography :	: No TEXTBOOK. SLIDES compulsory . BOOK : - Robert Baron et Scott Shane, Entrepreneurship: a process perspective, Thomson - Bruce R. Barringer et R. Duane Ireland, Entrepreneurship: sucessfully launching new ventures, Pearson not compulsory. READING FILE compulsory Supports available on line are on ICAMPUS.
Other infos :	Prerequisites (ideally in terms of competiencies) Evaluation : Class participation, case studies, exercises, oral presentations, final written report and oral presentation References : J. Timmons and S. Spinelli, New venture creation : Entrepreneurship for the 21st century, McGraw-Hill ; Journal of Business Venturing; Entrepreneurship, Theory and Practice Internationalisation - CEMS course - international content (does the course tackle international issues related to the course content ?) - international guests - international case study Corporate features - conference - case study - corporate guest Skills - presentation skills - writing skills - team work - problem solving - project management - multicultural work - critical thinking - assertiveness Techniques and tools for teaching and learning - IT tools
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Management	GESM2M	5	-	
Master [120] in Management	GEST2M	5	-	