

Faculty of Economic, Social and Political Sciences



CEMS2313 Entrepreneurship

[30h] 5 credits

Teacher(s): Frank Janssen
Language: French
Level: Second cycle

Aims

- 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)

Main themes

The importance of entrepreneurial ventures in Europe has been recognised 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.

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Content and teaching methods

Content:

Entrepreneurship and entrepreneurial ventures management

- 1) The concept of entrepreneurship: definitions, historical, economic, managerial, psychological and sociological approaches
- 2) The importance of entrepreneurship: new ventures, SMEs and entrepreneurial ventures in the European economy; the European Commission's green paper on entrepreneurship in Europe
- 3) Entrepreneurial process and strategies: identifying opportunities, new venture creation, human aspects, financing entrepreneurial ventures, other resources, European case studies
- 4) Managing growth: aspects related to the founder(s), the characteristics of the firm, its strategy and its environment, European case studies
- 5) Presentation of existing entrepreneurial firms or projects by the students

Methods:

This class will combine academic presentations, interactive pedagogy and entrepreneurial testimonies

Support :

References : Journal of Business Venturing; Entrepreneurship, Theory and Practice; Revue Internationale P.M.E.; #

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Evaluation : class participation, group works, case studies, final presentation and report

Reference: J. Timmons, New venture creation : Entrepreneurship for the 21st century, McGraw-Hill ; Journal of Business Venturing; Entrepreneurship, Theory and Practice

Other credits in programs

ECAP22	Deuxième licence en sciences de gestion	(5 credits)	Mandatory
ECGE3DS/IM	Diplôme d'études spécialisées en économie et gestion (Master in Business Administration) (management international)	(4.5 credits)	Mandatory
ECGE3DS/IO	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations)	(4.5 credits)	Mandatory