

 GRENOBLE ECOLE DE MANAGEMENT	Grenoble Graduate School of Business Entrepreneurship	Syllabus
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Program/ Intake	Bachelor in International Business - 2014-2017	Academic Year	2016-2017
Module Supervisor	Tornikoski Erno	Department	MTS

Contact Hours	15.0 hours	Total Study Hours	45.0 hours	Coefficient	0.5	ECTS Credits	2.5	US Credits	1.25
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Module Description	<p>Entrepreneurship: Function & importance in the economy</p> <ul style="list-style-type: none"> - Entrepreneurship: definitions - Myths about entrepreneurship <p>Characteristics of entrepreneurs.</p> <ul style="list-style-type: none"> - Trait & internal dispositions of entrepreneurial individuals - Types of entrepreneurs <p>Entrepreneurial behavior</p> <ul style="list-style-type: none"> - Pursue entrepreneurial opportunities. - Causation & Effectuation <p>Entry to entrepreneurship:</p> <ul style="list-style-type: none"> -Startup -Succession & Ownership transfer -Franchising -Intrapreneurship <p>Entrepreneurial process & context</p> <ul style="list-style-type: none"> -Opportunity analysis -Lean startup vs. Business planning -The institutional context: risk and uncertainty
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Module Learning Outcomes	<p>By the end of the module, participants should be able to:</p> <ul style="list-style-type: none"> - Understand the meaning of entrepreneurial behavior to economic development; - Recognize the different contexts in which entrepreneurial behavior exists; - Understand the entrepreneurial process; - Understand the different behavioral logics of entrepreneurs; - Understand the different entry points to entrepreneurship; - Understand the sources of entrepreneurial opportunities and their analysis.
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This module has a high level of contribution to the following learning goals for the program
<p>Learning goal 1 : Has acquired general business knowledge, tools and concepts Demonstrates an understanding of the fundamentals in accounting, finance and law, marketing, operations, strategy, HR and project management and the capacity to apply them</p> <p>Learning goal 2 : Has developed critical thinking and problem-solving skills Is able to collect, in a relevant, organized and non-biased way, the necessary information and data</p>

Teaching Method	<p>Theory and case discussions will put students in situations where they have to analyse and discuss solutions to entrepreneurial issues. Preparation, written reports and discussions will also be used to explore understanding and application of core concepts.</p> <p>During this module, participants are asked to interview an entrepreneur and related the key issues presented in the module to this case.</p>
Evaluation	<ul style="list-style-type: none"> • Continuous Assessment : 100 %
Textbook	Bygrave, W. & Zacharakis, A. (2008). Entrepreneurship. John Wiley & Sons, Inc.
Bibliography	Sahlman, W.A., Stevenson, H.H., Roberts, M.J., Bhide, A. (1999). The Entrepreneurial Venture, 2nd edition. Harvard Business School Press.
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