INNOVATION & DESIGN THINKING

Effectuation

TEACHER :

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TEACHING OBJECTIVES:

The aim is for students to discover entrepreneurship through the lens of effectuation theory. Effectuation is a logic of thinking used by entrepreneurs to build successful ventures. It helps people perceiving the world as a set of opportunities: starting from available means allows people achieving affordable goals. Effectuation is at its heart a human problem-solving method developed through research into the mental processes used by expert entrepreneurs.

PREREQUISITES:

This course does not require any prerequisites. Whatever your level of awareness, your level of involvement in actions, you are all super welcome! ☺

PLAN / SUMMARY:

This course is an opportunity to practice entrepreneurship and problem solving in high uncertainty environments while co-creating with stakeholders.

Knowledge:
- The student is able to understand and practice the adequate posture to deal with uncertainty.
- The student can reflexively engage in specific data driven (means) cognitive routines versus goal driven routines.

Competences:
- The student, while practicing effectuation, develops capacity to solve complex problem and to innovate.
- The student is able to tackle new challenges in the uncertain world we live in by acting with simple and effective solutions, based on the 5 principles of effectuation.

LITTERATURE:

- Effectuation.org
- https://www.amazon.fr/Effectual-Entrepreneurship-Stuart-Read/dp/0415586445