

MINOR

INNOVATION & DESIGN THINKING

Entrepreneurship

TEACHER:



Olga Pabion

Chief Operating Officer, UniCA Entreprendre, Université Côte d'Azur



olga.pabion@univ-cotedazur.fr

TEACHING OBJECTIVES:

An essential outcome of entrepreneurship is the creation of new value, usually through developing new products and services which may lead to the creation of a new business entity. The objective of this course is to demonstrate and understand that exploiting a new opportunity is a process that can be planned, resourced, and managed.

To start a successful business, an entrepreneur will exercise motivation as well as business skills. Overall success does not only depend on the nature of market opportunities but to the entrepreneurial and managerial motivations and skills of the entrepreneur.

This course proposes multiple learning methods, including lecture, group discussion, case studies, and exposure to practice.

PREREQUISITES:

This course does not require any prerequisites except a good English proficiency.

COURSE SUMMARY:

Entrepreneurship has become one of the most powerful and influential forces of making an impactful change in the world. So, how does an idea become a viable business opportunity?

During this course **you will discover essential concepts of entrepreneurship**, including the description of an entrepreneurial process, the profile of the entrepreneur and the role of enterprise creation in society. You will also **explore entrepreneurial mindset and methods**, that will help you identify valuable opportunities and develop innovative business.

Learn the essential techniques of recognising and assessing business opportunities and understanding your customer in order to move from problem to solution, from hypothesis testing to creating a prototype.

PLAN / SUMMARY:

The course covers following topics associated with entrepreneurship:

1. Entrepreneurial motivation, posture, and mindset
2. Entrepreneurial characteristics
3. Contexts of entrepreneurial activity
4. Opportunity recognition and assessment: entrepreneurial and innovation methods
5. Entrepreneurial project construction and introduction to business model
6. Entrepreneurial activities (acquiring resources, leadership, business launch, etc.)

ASSESSMENT & GRADING:

Grading will be based on the practical activities developed during the two workshop sessions.

Attendance is compulsory for **BOTH SESSIONS**.

BIBLIOGRAPHY:

- Exploring Entrepreneurship: Practices and Perspectives. Blundel and Lockett, Oxford University Press
- Entrepreneuriat, Apprendre à entreprendre, Fayolle A., Dunod, 2004
- Lean Start up, Eric Ries, 2011