

EFFECTUAL THINKING WORKSHOP

Speaker: Mélanie Ciussi and/or Dominique VIAN, associate professors at Skema Business School

Working load: 15 hours (including 7h in-class)

Period: October-December (Fall session) and February-April (Spring session)

Purpose:

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.

Learning Objectives:

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.

Criteria for admission:

The workshop is mandatory for students participating in the Invent@UCA Projects Studio. It is open to all students who demonstrate a motivation for participating in this specific workshop.

Course Content (list of activities):

- Improvisational theatre.
- Co-design of concrete promotional item of real new product. Effectual narrative.
- Effectual diner.
- Taxonomy of means and effects workshop (semantic exercises).

Examination (total 100%):

- Individual (50 %): general behaviour (engagement throughout the session, diligence, punctuality, ...), 21st century skills (creativity, complex problem solving, critical mindset, communication, ...), individual experiment report, final exam quiz.
- Collective (50 %): group project (incl. outcome of the co-design, taxonomy workshop and presentation).

Litterature: Mandatory

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