



MOD PARCOURS ENTREPRENEUR 2

ENTREPRENEURIAL COACHING 2

Lecturers: **Thierry FARGERE, Alexandre SAIDI, Sylvie MIRA**

| Lecturers : 8.0 | TC : 20.0 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

The course provides a coaching for entrepreneur students in their business creation process as well as competencies in law, finance, negotiation, entrepreneur pitch

Keywords : Entrepreneurship, business model, lean start up

Programme

Business creation: content and process
Market analysis : customers, competitors, value chain and change drivers
Business model: revenu model and resources organisation
Communication and negociation

Learning outcomes

- Startup creation management
- Market analysis and market entry
- Value proposition design
- Communicate on the project: business plan and pitch

Independent study

Objectifs : Work on project, interviews, prototyping

Méhodes :

Core texts

Osterwalder A., Pigneur Y, *BUSINESS MODEL GENERATION: A HANDBOOK FOR VISIONARIES, GAME CHANGERS, AND CHALLENGERS*, Willey, 2010
Ries E *THE LEAN STARTUP: HOW CONSTANT INNOVATION CREATES RADICALLY SUCCESSFUL BUSINESSES*, Penguin, 2011
Masterson AK *BUSINESS MODEL GENERATION: THE BLUEPRINTS EVERY ENTREPRENEUR IN EVERY INDUSTRY NEEDS TODAY TO ACHIEVE MAXIMUM PROFITS*, CreateSpace

Assessment

Business plan and pitch