

Identifying & Developing the Opportunity

UGRA_015770

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	4
Teacher responsible	Huyghe Annelore Karen E. - annelore.huyghe@esade.edu

Course Goals

Upon completion of this course, participants will be able to:

1. Understand the phenomenon, drivers, and challenges of entrepreneurship.
2. Recognize and assess entrepreneurial opportunities in a global context.
3. Provide data-driven insights into the validation of an entrepreneurial opportunity.
4. Prepare a compelling pitch for external stakeholders.
5. Reflect on personal goals in relation to entrepreneurship as a potential career path.

Previous knowledge

No prior knowledge is required.

Prerequisites

To take this course, students should **not** have enrolled for the elective 'Entrepreneurship.'

Recommended courses

Please note that this is the first out of 3 elective courses in the BBA Minor in Entrepreneurship. To get a comprehensive understanding of the entrepreneurial journey and to qualify for the Minor, you are expected to participate in those 3 subjects (i.e., Identifying & Developing the Opportunity, Launching & Leading the Venture, Financing & Growing the Venture) and the Entrepreneurship Seminar.

Teaching methodology

Throughout this course, great emphasis will be placed on "doing", i.e. through actionable theory and hands-on experiences. The course is based on various learning techniques to cultivate your entrepreneurial mindset: interactive lectures, case discussions, guided challenges, reading and video assignments, simulations, practical workshops, and (field)work for the group project. Participants will also have the opportunity to interact with and learn from guest speakers who will join us in person or through video conferencing and share their start-up or investment expertise.

To take full advantage of this course, you are expected to prepare for each session and to participate actively in class discussions and activities.

Description

Course contribution to program

Entrepreneurship has evolved into one of the most attractive and potentially rewarding career paths for creative and business-minded individuals. This course aims to equip students with the knowledge and skills needed to progress from the conception of a business idea to the development of a viable entrepreneurial opportunity that is worth pursuing. Throughout the course, the focus lies on high-impact

entrepreneurship or the creation of scalable ventures that have the potential to create social change and/or disrupt industries.

The course is designed for aspiring start-up founders or employees, as well as those curious about adopting an entrepreneurial mindset within large organizations. It will also prove beneficial to students who intend to work in the entrepreneurial ecosystem, for instance, roles in investment funds or professional businesses supporting new ventures.

Short description

The course provides a balanced mixture of evidence-based insights and practical tools, allowing you to achieve the first critical milestone in the entrepreneurial process: problem-solution fit. Participants will get inspired and empowered with proven techniques used by successful entrepreneurs, covering aspects such as opportunity identification, opportunity assessment, formulating and testing assumptions, interviewing prospective customers, prototyping, business modelling, and pitching.

Activities

In-class discussions and debates

Role-play exercises and simulations

Teamwork

Interaction with visiting guest professionals

Project development and presentation

Case study analyses

Content

#	Topic
1	Session 1 – Mapping the Territory: Introduction to the Course & Entrepreneurship Following a short introduction, key aspects of the course such as the structure, learning approach, content, and assessment details will be explained. The first session focuses on the following questions: What is entrepreneurship? What are the most common types of entrepreneurial ventures around the world? How does entrepreneurship impact society as well as individual lives? What characterizes the profile/mindset of successful founders?
2	Session 2 – Recognizing Entrepreneurial Opportunities In the second session, we will address these questions: What is the distinction between an idea and an entrepreneurial opportunity? How can entrepreneurs adopt a systematic approach to opportunity recognition? What are the major sources of entrepreneurial opportunities? How can we become better at identifying entrepreneurial opportunities?
3	Session 3 – Assessing Entrepreneurial Opportunities The central questions of the third session are: What are critical considerations in evaluating –and/or enhancing - the attractiveness of an entrepreneurial opportunity? How can entrepreneurs discern which opportunities present the highest potential for value creation and are, therefore, worth the investment of resources?
4	Session 4 – Validating Customer Problems This session will introduce a step-by-step process and diverse techniques for validating customer pain points. We will focus on effectively conducting interviews with prospective customers as well as on understanding the distinct nuances between B2C and B2B contexts.
5	Session 5 – Group Project Acceleration Workshop In the workshop, we will discuss your group projects in a rapid feedback format. Each team will present their primary entrepreneurial opportunity/ies and analyses, to discover overlooked aspects and to receive/give suggestions from/to your peers. Additionally, you will engage in practical problem-validation exercises to further advance your projects.

#	Topic
6	Session 6 – Validating Solutions In this session, we will transition from problem to solution validation through a new venture simulation “The Food Truck Challenge.” You will also gain hands-on experience with rapid prototyping, essential for testing and refining the basic concept of a proposed solution.
7	Session 7 – Developing Business Models Key questions covered in the seventh session include: What are the components of a business model? What do effective segmentation, targeting, and positioning entail for new ventures? What is a bowling pin strategy? How can entrepreneurs develop strong value propositions? What are the most common revenue models adopted by entrepreneurs?
8	Session 8 – Group Project Acceleration Workshop This workshop will focus on progressing your group projects with activities centered on business model development and MVP building.
9	Session 9 – Preparing a Pitch In this session, you will learn simple yet powerful techniques to deliver a persuasive and authentic pitch to potential investors. We will also assess the elevator pitches and pitch decks from other entrepreneurs to learn best practices.
10	Session 10 – Group Project Pitches It is Pitch Day! In this final session, each group will have to make a compelling case for your start-up idea, followed by a Q&A with your course professor and a guest “investor.”

Assessment

Tool	Assessment tool	Category	Weight %
Group project	Project Pitch & Deck	Ordinary round	50.00%
Attendance and punctuality	Active Class Participation	Ordinary round	20.00%
Individual or team exercises	Case & Podcast Reflection	Ordinary round	30.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 2 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 2 (Optative)

BBE15-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE15 Year 2 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE20 Year 2 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
DBAI21 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 1 (Mandatory)