

Entrepreneurship

UGRA_003161

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	3
Teacher responsible	Matthias Tröbinger - matthias.trobinger@esade.edu

Course Goals

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

- i. Understand the phenomenon, drivers, and challenges of (high-impact) entrepreneurship.
- ii. Recognize and assess entrepreneurial opportunities.
- iii. Provide data-driven insights into the validation of an entrepreneurial opportunity.
- iv. Understand the funding landscape and prepare a compelling investment pitch.
- v. Reflect on personal goals in relation to entrepreneurship as a potential career path.

Previous knowledge

No prior knowledge is required.

Prerequisites

No prerequisites.

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, practical workshops, role plays, and (field)work for the group project.

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

Description

Short description

This course offers participants an understanding of the fundamental aspects and challenges of entrepreneurship. You will acquire the knowledge and skills necessary to launch a new venture or to think and act entrepreneurially

within existing organizations. The course will also benefit students who intend to work in the broader start-up ecosystem, such as investment funds or professional entities supporting entrepreneurial ventures.

The Entrepreneurship course provides a balanced mixture of theoretical insights and practical tools, allowing you to transform your entrepreneurial idea into a viable venture. Students will get inspired and empowered with entrepreneurship concepts and methods used by start-ups worldwide that are especially useful for those aiming for high impact and/or high growth.

Activities

In-class discussions and debates

Fieldwork

Project development and presentation

Case study analyses

Content

#	Topic
1	Entrepreneurship: Mapping the Territory & Recognizing Opportunities
2	Assessing Entrepreneurial Opportunities
3	Validating Customer Problems & Solutions
4	Understanding & Developing Business Models
5	Navigating the Funding Landscape & Group Project Pitches

Assessment

Tool	Assessment tool	Category	Weight %
Group project	Group Assignment	Ordinary round	50.00%
Attendance and punctuality	Active Class Participation	Ordinary round	20.00%
Individual or team exercises	Individual Assignment	Ordinary round	30.00%

PROGRAMS

G114S-Global Governance Exchange Program (Undergraduates: Law)
G114S Year 1 (Optative)

GEL23-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)
GEL23 Year 3 (Optative)
GEL23 Year 4 (Optative)