

Entrepreneurship & Innovation Summer Academy June 17th-28th, 2019

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A real-life startup consulting challenge

Students increasingly face a bigger challenge upon graduation due to heightened levels of globalization causing fractious economic environments and the need for ever-changing skills to succeed in the labor market. IESEG's Entrepreneurship and Innovation Summer School provides the students with real life challenges that will serve as the common theme for all educational sessions.

During this two-week program, students will take classes, engage in case discussions, and learn about contemporary issues in entrepreneurship and innovation including new venture development, innovation ecosystems, business modelling, and global innovation management. Topics will be curated in order to equip the students with the necessary skills to respond to a real-life challenge coming from an operational startup. Students gain privileged access to real world problems as experienced in real-time by practicing entrepreneurs while start-ups benefit from valuable external recommendations from international students.

Learning objectives

Business modelling (3ECTS)

This module will introduce students to entrepreneurship under conditions of uncertainty, effectuation principles and lean startup. We will use contemporary tools such as the business model canvas, and value proposition design.

At the end of this module, students should be able to:

- Explain the principles of effectuation and lean startup.
- Describe the components and functioning of a business model.
- Develop a value proposition.
- Identify the main sources of failed business models.

Managing innovation (3ECTS)

This module is intended to provide students with practical skills to understand, evaluate, create, and ultimately manage effectively the innovation process within an organisation.

At the end of this module, students should be able to:

- Understand the different typologies of innovation.
- Analyse the main internal and external sources of innovation.
- Explain the main challenges of managing innovation.
- Create managerial strategies to shape the innovation process.

Course Schedule (subject to change)

The course will take place in ten 4-hour sessions distributed over two weeks as follows:

| Session | Day | Theme |
|---------|-----|---|
| 1 | 1 | Kick-off at the incubator. |
| 2 | 2 | Managing Innovation. |
| 3 | 3 | Managing Innovation. |
| 4 | 4 | Business Modelling. |
| 5 | 5 | Business Modelling. |
| 6 | 6 | Managing Innovation. |
| 7 | 7 | Business Modelling. |
| 8 | 7 | Final report and presentation facilitation. |
| 9 | 8 | Final report and presentation facilitation. |
| 10 | 8 | Final presentations at the incubator. |

Assignments & Grading

Class participation

Classroom engagement is fundamental for this course. During the course, you will be required to engage actively in all discussions and participate in all activities.

Milestones assignments

During the program, you will have to deliver individual contributions to group assignments as means to generate more ideas for your final presentation.

Group assignment and presentation

The final deliverable is a written report with your detailed recommendation to the company and an oral presentation during which you will have to defend your ideas. The company's input will be taken into account as well.

The final grade is calculated as follows

| | | Weight (%) |
|------------|------------------------|-------------------|
| Individual | Milestones assignments | 20 |
| | Class participation | 30 |
| Group | Group presentation | 20 |
| | Group project | 20 |
| | Company's input | 10 |
| | Total | 100 |