



CIEE Global Institute – Paris

Course name:	Entrepreneurship and Start-Up Culture in Europe
Course number:	(GI) BUSI 3008 PAFR
Programs offering course:	Paris Open Campus (Business Track)
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Spring 2018

Course Description

Students develop an understanding the entrepreneurial process by working on a concrete and locally specific project and business plan. In order to allow students to develop their business plans within a specific European market, this course first examines the entrepreneurial cultures in Europe by comparison with that of the United States. On the basis of this contextual analysis, students reflect on their own values, goals and strengths, pitching ideas, forming team sand developing a business model. Special attention is paid to the results of the customer, market and industry analysis that are used to develop a viable product. The course also investigates different forms of intellectual property rights and explains the first steps of strategic planning. After completing all the assignments, students will be able to pitch an entire business idea based on thorough research.

Company visits and guest lectures from local entrepreneurs allow students to witness and discuss entrepreneurship in action.

Learning Objectives

By the end of the course, students will be able to:

- Discuss the foundations of entrepreneurship
- Understand the field of social entrepreneurship
- Evaluate and choose among entrepreneurial opportunities
- Analyze a business model
- Evaluate start-ups in the French context
- Discuss the role of venture capitalists
- Defend and promote social venture creation



Course Prerequisites

None.

Methods of Instruction

This course will combine lectures, class debates, field trips and on-site classes, walking tours, conversations with guest speakers and creative activities.

Assessment and Final Grade

Written Assignments:	40%
Oral Presentation:	20%
Final Exam:	20%
Class Participation:	20%

Course Requirements

Written Assignments

Students will have to turn in two written assignments. Each assignment will be approximately 2000 words long and consist of an analysis of the business model of a corporation and its change over time. The first assignment is due by the end of the third week and the second one by the end of the fifth week.

Oral Presentation

Students will develop a 15 to 20-minute presentation about a topic on entrepreneurship in Europe or a suggested business idea, which the instructor will give to the students on the first day of class. Each team will be made of 3 to 4 people. Each group participant will present a part of the presentation, although all members should be familiar with the whole topic; it will be followed by a Q&A session.

Final Exam

Students will take a final exam at the end of the course. The exam (multiple choice test and short essays) will cover all topics analyzed in class. Rubrics will be used to assess each assignment.



Class Participation

As part of their work in this course, students should demonstrate learning beyond the submission of written assignments or presentations. As such, all students receive grades based upon participation.

Participation is valued as meaningful contribution in the digital and tangible classroom, utilising the resources and materials presented to students as part of the course. Students receive grades based upon their contributions both in the classroom and in the Canvas course.

Meaningful contribution requires students to be prepared, as directed by the Instructor, in advance of each class session. Students must clearly demonstrate they have engaged with the materials where directed.

This includes valued or informed engagement in, for example, small group discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Class Attendance and Punctuality

Regular class attendance is required throughout the program, and *all unexcused absences will result in a lower participation grade for any affected CIEE course.*

Due to the intensive schedules for Open Campus and Short Term programs, *unexcused absences that constitute more than 10% of the total course sessions will also result in a lower final grade.*

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. *Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement.* Students who miss class for personal travel will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

An absence in a CIEE course will only be considered excused if:

- a doctor's note is provided
- a CIEE staff member verifies that the student was too ill to attend class



- satisfactory evidence is provided of a family emergency

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1	No academic penalty
10 – 20%	2	Reduction of final grade
More than 20%	3 content classes, or 4 language classes	Automatic course failure, and possible expulsion

Weekly Schedule

NOTE: this schedule is subject to change at the discretion of the instructor to take advantage of current experiential learning opportunities.

Week 1

Orientation Week

Session 1 – Introduction to the course:
Syllabus will be presented and reviewed, with emphasis on assessment methods and course requirements. Foundations of entrepreneurship as a theory of economic development will be discussed.

Week 2

Entrepreneurial Opportunities



The debate on entrepreneurial opportunities has involved scholars and managers for decades. During this week students will achieve an overall understanding of the main perspectives in this debate. They will also learn how opportunities have been conceptualized in order to attain a more complete understanding of the foundations of entrepreneurship.

Session 1 – Entrepreneurial opportunities: made or discovered?
Entrepreneurship and innovation

Session 2 – Cognitive aspects of opportunity recognition Interview:
a Parisian entrepreneur presents insights regarding opportunity recognition

Week 3

The Business Model

What is a business model? Why have managers and scholars been debating so much about its actual meaning? During this week students will learn what the unique features of a business model are and how value can be captured by means of the business model.

Session 1 – The business model – An overview

Session 2 – Creating value through business model innovation
How to design a winning business model

Session 3 – Company visit

- **Assignment due: Written Assignment I**

Week 4

The French Entrepreneurial Context

Who are entrepreneurs in France and what is the place of innovative companies in the French economy? During this week students will learn more about businesses and their creation in France.



Session 1 – The French entrepreneurial outlook

Session 2 – The family business

Week 5

Venture Capitalists

How is innovation financed? During this week students will learn more about the financing of entrepreneurship by banks and venture capital.

Session 1 – Banks versus venture capital

Session 2 – Corporate venture capital. Venture capitalists' decision making: An information-processing perspective

Session 3 – Outing: Incubator OR a start-up

- **Assignment due: Written Assignment II**

Week 6

Social Entrepreneurship

What is the difference between regular entrepreneurship and social entrepreneurship? Why is social entrepreneurship gaining so much relevance and why should entrepreneurs-to-be consider the “social” option? This last week of class will focus on these questions.

Readings from Brinckerhoff (2000).

Session 1 – The benefits of the social entrepreneurship model.
Oral Presentations and debate

Session 2 – Final Exam

Course materials

Council on International
Educational Exchange
300 Fore Street
Portland, ME 04101
207-553-4000

ciee.org



Readings

Baron, R., & Shane, S., *Entrepreneurship: A process perspective*, Mason, Ohio, Thomson Southern, 2007

Baumol, W., *The Microtheory of Innovative Entrepreneurship*, Princeton University Press, 2010

Brinckerhoff, P. C., *Social entrepreneurship: The art of mission-based venture development*, John Wiley and Sons, 2000

Lerner, J., Leamon, A., & Hardyman, F., *Venture Capital, Private Equity, and the Financing of Entrepreneurship*, Wiley, 2012

Schumpeter, J.A., *The theory of economic development: An inquiry into profits, capital, credit, interest, and the business cycle*, New Brunswick, NJ, Transaction publishers, 1934

Uzunidis, D. et al., *Et Jean-Baptiste Say... créa l'Entrepreneur*, Peter Lang, 2015

Further reading materials will be assigned on a week-by-week basis.

Professor will provide a complete list of complementary readings, media sources and articles published in national and international media in order to stimulate class debates and activities.