

### Module description

**Field of study** HES-SO Business, Management and Services

**Degree course** Master of Science HES-SO in Business Administration

#### 1 **Title of module** **Entrepreneurial Intention and New Venture** **2020-2021**

<b>Code</b> E.MScBA.390.OE21.E.20	<b>Type of course *</b> <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other		
<b>Level</b> <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<b>Description</b> <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	<b>Type of module</b> <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	<b>Time schedule</b> <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

#### 2 **Organisation**

<b>ECTS Value</b> 5	<b>Language</b> <input checked="" type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English
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#### 3 **Prerequisites**

- The following module(s) must have been validated  
 The following module(s) must have been attended  
 none  
 other

**Other prerequisites**

#### 4 **Skills to be gained / general learning objectives**

The main aim of the course is to provide a dynamic model for understanding and fostering visionary thinking and entrepreneurship. It will prepare you to act more entrepreneurially. You will develop a better understanding of what entrepreneurs are, what an entrepreneurial activity system is, and how to develop and implement your own system. At the end of the course, you should be able to act entrepreneurially and to engage in an entrepreneurial process. You should be capable of detecting business opportunities, developing visions, defining entrepreneurial activity systems and establishing the support elements needed to translate your ideas into action. Whether or not you become an entrepreneur, the course should stimulate your potential entrepreneurial and intrapreneurial behaviour.

At the end of this course you will be able to:

- Describe entrepreneurs and entrepreneurship using current knowledge, research, and concepts.
- Describe the entrepreneurial model of vision and relations.
- Describe and analyze the activity systems of an entrepreneur using the vision and relations model.
- Use the vision and relations model to build and maintain a personal entrepreneurial behaviour model.
- Apply entrepreneurial systems thinking to design your activity systems.

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### 5 Teaching and content

This course in visionary and entrepreneurial thinking will provide the knowledge, tools and thinking structure required to undertake any kind of activity, but especially entrepreneurial and organizational activities. Participants will learn the characteristics of entrepreneurs and how entrepreneurial activity systems are designed. They will also learn how to apply and use the entrepreneurial model of vision and relations to understand entrepreneurial behaviour and use it as a basis for developing their own visionary and entrepreneurial systems thinking. The course lays the foundation for entrepreneurial activities both inside and outside existing organizations.

Note that this course on Visionary and Entrepreneurial focuses on learning and using a systemic model of visionary thinking to design entrepreneurial activity systems. The model is the basis for both understanding entrepreneurs and fostering your own entrepreneurial behaviour. Those who interact with entrepreneurs but do not plan an entrepreneurial career for themselves as such will find useful learning in this course. There is, however, a requirement to build a Personal Entrepreneurial Activity Model, and while this is not the same as a business plan (although it can lead to one), it does require the motivation to integrate an entrepreneurial mind set and pattern.

The course is divided into six topics:

1. Entrepreneurship and Entrepreneurial Practice
2. Identifying Opportunities
3. Defining a Vision
4. Designing a Relations System
5. Communication exercise involving all participants. Fieldwork presentations: all members of each team take part in the presentations
6. Intrapreneurship and Intrapreneurial Practice

Lectures are used in different parts of the module to outline general theories, and workshops will be utilized for more detailed examination and to deepen understanding of theories. The practice of strategizing will be pursued through an advanced project assignment. Students are expected to be well prepared and to participate actively in discussions during the workshops and different project activities. Moreover, students will take part in reporting a group assignment with both oral and written presentations.

### 6 Assessment and validation methods

Your final grade in this course will be determined as follows:

Three "pre-course" Individual Assignments 30%  
Fieldwork Team project 20%  
Case Study discussions 20%  
Written exam 30%  
**Total 100%**

A student who is not there for the presentation of a team work loses 10% of the team mark.

In case of a remediation exam, the module head informs early enough the student about the form of the exam, which can be different than the original one.

No "advanced/accelerated repetition" possible.

### 7 Reassessment requirements \*

- reassessment possible  
 no reassessment  
 other (please specify below)

### 7a Reassessment requirements (if module is repeated) \*

- reassessment possible  
 no reassessment  
 other (please specify below)

#### other reassessment modalities

If grade [3.5; 3.9] and if no previous failing marks in the module. Maximum grade is 4.0

### 8 Remarks

Grading system: From 6 (very good) to 1 (fail)

### 9 Bibliography

Baron, R. A., Shane, S. (2008): Entrepreneurship - a process perspective, 2nd, Mason, OH.  
Filion, L.-J. (2006): Réaliser son projet d'entreprise, 4e ed., Collection entreprendre.  
Baldegger, R./Julien, P.-A. (2010): Entrepreneurship, Springer/Gabler.  
Timmons, J. A., Spinelli, St. (2007) : New Venture Creation: Entrepreneurship for the 21st Century, 7th edition.  
Ananou, Cl., Filion, L.-J., Schmitt, Chr. (2012) : Réussir sa création d'entreprise. Sans business plan, Paris.  
Ries, R. (2011) : The Lean Startup, New York. New York, NY.

### 10 Teaching staff

#### Name of head of module \*

Louis-Jacques Filion, Raphaël Gaudart

**Description validated on \***  
26.11.2020

**Description validated by \***  
Raphaël Gaudart