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# INTERNATIONAL SUMMER SCHOOL 2023

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## SYLLABUS

Academic year 2022/2023



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## Academic and language requirements

Courses are open to Undergraduate and Graduate students providing that applicants have the **pre-requisites** specified in the course's syllabus.

Courses are taught and assessed in English. For non-native speakers of English, B2 (CEFR) or equivalent (TOEFL IBT 72, IELTS 5.0, TOEIC 750) is highly recommended.

## Additional information

For details about study programmes offered by EM Normandie please contact:

Adam AHARRAM, International Project Manager  
[short-term@em-normandie.fr](mailto:short-term@em-normandie.fr)



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<b>COURSE TITLE</b>	<b>Entrepreneurship in Modern World</b>		
	<i>Unleash the entrepreneurial talents in you and become your own boss !</i>		
<b>Session and Campus</b>	<b>Session 1, Le Havre - from 30 June to 13 July 2023</b>		
<b>Teaching delivery</b>	<b>On campus, attendance mandatory</b>		
<b>Workload (1h = 60 min)</b>	<b>30 class-hours</b> + Independent learning hours	<b>ECTS credits</b>	<b>6</b>
<b>Professors</b>	<b>Dr. Joseph OMOLOBA, PhD</b> Adjunct Lecturer at EM Normandie Business School Joseph.omoloba13@em-normandie.fr		
<b>Pre-requisite(s)</b> for attending the course	Ability to work in teams and identify a potential market value.		
<b>Learning goal(s)</b>	<ul style="list-style-type: none"> <li>▪ <b>To provide comprehensive coverage of the main areas in entrepreneurship.</b></li> <li>▪ <b>To develop an ability to set up a business using two main complementary approaches: Business Model &amp; Business Plan.</b></li> <li>▪ <b>Testing and Experimenting with New Ideas</b></li> <li>▪ <b>Assess the efficacy of various entrepreneurial methods.</b></li> </ul>		
<b>Learning objective(s)</b>	<b>By the end of this course, participants will be able to:</b> <ul style="list-style-type: none"> <li>▪ Develop, and practice, a sense for innovation, entrepreneurship, and creativity.</li> <li>▪ Identify the factors that contribute to the success of entrepreneurial initiatives.</li> <li>▪ Describe the economic environment in which businesses function.</li> <li>▪ Think about the legal and financial aspects of beginning a business.</li> </ul>		
<b>Learning outcome(s)</b>	<b>By the end of this course, participants are able to:</b> <ul style="list-style-type: none"> <li>▪ Provide value to the business community in a chosen area of specialization</li> <li>▪ Apply high standards of Integrity, ethics, and entrepreneurship Responsibility</li> <li>▪ Demonstrate leadership, interpersonal and communications skills</li> <li>▪ To be able to generate ideas and sustain a business</li> </ul>		
<b>Course description</b>	<p>This course offers a learning experience to students who aspire to start or secure employment in having their own business with high growth potential. It is also valuable for students considering a career in consulting. Students will learn how to develop a business plan with its components (product and idea development, organizational structure, market study, financial study).</p> <p><b>1: Practicing Entrepreneurship - Is entrepreneurship for you?</b>            There is no way to eliminate all the risks associated with starting a small business. However, you can improve your chances of success with good planning and preparation. A good starting</p>		



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	<p>place is to evaluate your strengths and weaknesses as the owner and manager of a small business.</p> <p><b>2: Activating an Entrepreneurial Mindset</b>          Entrepreneurship is all about openness to new ideas, new opportunities, and new ways of acting on them. Indeed, this is demonstrated time and again by countless entrepreneurs' stories, regardless of the diversity of their industries, whether for-profit or nonprofit, whether a startup or within an existing corporation.</p> <p><b>3: Creating and Recognizing New Opportunities</b>          Success in small business starts with decisive and correct opening steps. It takes skills, discipline, and recognizing new opportunities. To increase your chance for success, take the time up front to explore and evaluate your thinking process and pathway toward observation and insight.</p> <p><b>4: Building Executive Summary + Business Model + Business Plan</b>          A convincing business plan is your ticket to the finals of start-up competitions and awards, and also to productive discussions with investors. So, it is worth investing the time and energy needed in order to perfectly present your business plan.</p> <p><b>5: Developing Networks and Building Teams</b>          A wider variety of opportunities can also be accessed by knowing people of different professional levels. When you build relationships with people, you may be able to leverage their connections to explore a new market. Connections like these provide new techniques and skills to grow your business.</p> <p><b>6: Group Project (Paper + Presentation)</b></p> <p><b>Pedagogical approach:</b>          Classes will consist of lectures given by the instructor, business examples and cases &amp; follow-up discussions, as well as in-class student group presentations/debates.</p>		
<b>Teaching Material</b>	Students will be provided with a comprehensive in-class material (course slides, structured material for final group projects, additional references, and links for real case business examples) via school intranet platform.		
<b>Evaluation criteria</b>	<table border="0"> <tr> <td data-bbox="400 1507 906 1653"> <b>Continuous assessment: 40%</b>            - Class participation (20%)            - Multiple choice Question (MCQ) test (20%)         </td> <td data-bbox="906 1507 1493 1653"> <b>Final assessment: 60%</b>            - Final group project consisting of a written report (30%)            - Final presentation (30%)         </td> </tr> </table>	<b>Continuous assessment: 40%</b> - Class participation (20%) - Multiple choice Question (MCQ) test (20%)	<b>Final assessment: 60%</b> - Final group project consisting of a written report (30%) - Final presentation (30%)
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<b>Recommended readings</b>	<p><b>TEXTBOOKS:</b></p> <p><b>Entrepreneurship: The Practice and Mindset Second Edition. Heidi M. Neck - Babson College, USA - Christopher P. Neck - Arizona State University, USA, and Emma L. Murray</b></p> <p>Supplementary reading:</p>		



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“The Questions Every Entrepreneur Must Answer” by. A. Bhide, Harvard Business Review, November/December 1996, pp. 120-130 (reprint 96603).  
“Good Ideas and How to Generate Them” from B. Nalebuff and I. Ayres, Why Not? Harvard Business School Press, 2003, pp. 13-42.  
“Identifying Venture Opportunities” Stanford E-323  
“Business model generation: a handbook for visionaries, game changers, and challengers.” by A. Osterwalder and Y. Pigneur. John Wiley & Sons, 2010. (pgs. 1-50)