



Entrepreneurship workshops

Objectives

This course is intended for those who are motivated by business creation and/or breakthrough innovation in established companies (intrapreneurship).

It is based on **current and concrete cases** of research projects of the Faculty of Sciences, and students will have to find **personal and innovative** solutions, which will take the place of exam notes.

It is open to 2nd or 3rd year students of the [Bachelor in Economics and Management](#), for 6 credits under the institutional project.

The objective of the module is achieved if the participants:

- Have acquired the necessary bases for analyzing a business opportunity and drawing up a business plan based on a practical example.
- Understand and apply the professional foundations necessary for business management (desirability, feasibility, viability, adaptability).
- Know how to manage a project and work in a group to successfully present the results of their work.
- Know how to successfully present and sell a project to groups with different requirements (academics, investors, entrepreneurs).

Content

This hands-on seminar shows how to create and develop an opportunity; from understanding the client, to the value proposition, to the execution plan. The idea is to take selected students on an entrepreneurial adventure to make them aware of the challenges involved in creating a startup or a new business entity.

Thus, faced with real research projects, they will team up and take on the role of consultants and give an informed, motivated, and critical opinion to potential investors (teachers) on the opportunity to develop or invest in the project. In this way, they will develop not only an entrepreneurial spirit but also the ability to critically look at the content and logic of a business model.

The workshop is based on concrete examples and covers the decisive elements for the development of the entrepreneur/intrapreneur such as: evaluation of innovative business opportunities in the high-tech field, market analysis, teamwork, product development, marketing, sales, communication, financing and budgeting, business plan development, presentation techniques ...

Students will frequently put themselves in entrepreneurial situations during the course or between classes, in teams or individually. Teaching will be highly interactive. Creative thinking, engagement, curiosity, and active participation of students will be key to learning this module.

The unconventional course, in both French and English, will alternate between the sharing of speakers' experiences, case studies, "lecture" presentations, group work in class, external interviews, and individual or group presentations to the rest of the class, who will offer a critical view.

REFERENCES

- The Four Steps to the Epiphany, Steve Blank
- Design Thinking, Tim Brown
- The Art of the Start, Guy Kawasaki
- Value Proposition Design, Alex Osterwalder and Yves Pigneur
- Business Model Generation, Alex Osterwalder and Yves Pigneur
- Lean Startup, Eric Riess

PREREQUISITES

- Read, understand, and speak business English.
- A motivation for entrepreneurship.
- A willingness to commit to the course.
- Be willing to collaborate as a team and to express yourself in public.
- Ability to organize oneself and one's team. The course structure will not be strict.
- Financial basics: balance sheet, profit and loss account, budget.

Selection based on cover letter.

Courses limited to a maximum of 30 students per session.

To apply, please send a cover letter to nadine.reichenthal@unige.ch

Examination/Evaluation

Continuous assessment:

- Teamwork; oral ("pitch") or video presentations
- Class participation or Visio-conference
- "Case studies" - individual written answers or videos/audio