Entrepreneurship

ECTS : 6

Enseignant responsable : Oriane KERLEGUER (https://dauphine.psl.eu/recherche/cvtheque/kerleguer-oriane)

Langue du cours : Français

Volume horaire : 36

Description du contenu de l'enseignement :

This introductory course offers an in-depth overview of entrepreneurship and the key steps involved in creating, managing, and developing a business. Students will explore the main aspects of entrepreneurial activity, including innovation, risk-taking, and opportunity identification. They will study case studies of wellknown entrepreneurs, analyze success and failure factors, and examine current trends shaping the entrepreneurial landscape. The course provides a solid foundation for students who may wish to start a venture in the future, equipping them with essential tools to understand challenges, seize opportunities, and navigate today's dynamic business environment. This course isn't on Moodle. **1** Introduction to Entrepreneurship: entrepreneur posture and mindset, spirit of Entrepreneurship, profiles and types of entrepreneurs/startups. **2** From problem to ideas to solution: identification, analyses, conception. **3** Market study: offer, demand, market size, competitors and objectives. **4** Customers: target segmentation, persona, empathy map. **5 CASE STUDY**. **6** Business model: canvas, innovation, pricing. **7** MVP (minimal viable product) and POC (proof of concept): crash test and evolutions. **8** Business Plan: resources, charges, profit. **9** Launching and scaling : Incubators, ecosystem, KPIs, tools and tips. **10** Governance and law: rights and duties. **11** Finance and fundraising: non-dilutive financing, public and private financing, exit options. **12 Final Exam: use case.**

Compétences à acquérir :

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

- Identify and assess entrepreneurial opportunities through problem and market analysis;
- Develop value propositions and early solutions using MVP and lean startup principles;
- Analyze markets, customers, competitors, and business potential;
- Build a coherent business model and translate it into a basic financial plan;
- Understand legal, governance, and funding options for early-stage ventures;
- Create and present a structured business plan for a new entrepreneurial project.

Pré-requis obligatoires

No prerequisite required.

Mode de contrôle des connaissances :

The assessment of students in this entrepreneurship course will be based on a balanced and comprehensive scoring system to assess their skills, knowledge and involvement in the learning process. The main evaluation criteria are: - **Classroom participation (10%)**: Active participation of students in class discussions, presentations and debates on entrepreneurial topics will be taken into account. Their ability to contribute in a meaningful and constructive manner will be assessed. - **Case study (40%)**: Two specific case studies related to entrepreneurship will be offered to students. They will need to analyze and present thoughtful, evidence-based solutions to the problems and challenges presented in these cases. - **Group Final Exam (50%)**: The final exam will take the form of a group project, implementing the entrepreneurial skills acquired throughout the course. Students will need to develop a solid business plan for a business idea, demonstrating their understanding of key concepts and their ability to apply them in a practical way. The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20. **Attendance** Attendance is mandatory. Students are expected to attend all classes, arrive on time, and stay for the entire session. Repeated absences or lateness may affect the final grade. **Class Participation** Active participation is encouraged, as it contributes to making classes more engaging and instructive. Students are expected to come prepared and contribute thoughtfully to discussions. When participation is part of the course assessment, it is evaluated based on the quality of contributions rather than their quantity. **Exam Policy** Students are not allowed to bring any materials into exams, except those explicitly authorized by the instructor. Unexcused absences from exams or failure to submit assigned cases will result in a grade of zero when calculating final averages. All exams must be submitted at the end of the examination period. **Communication and Grading** All questions or concerns regarding grading or course policies must follow the official procedures. No direct negotiation with instructors about grades or assessments is permitted. Be aware of the rules in

Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Bibliographie, lectures recommandées :

- "Zero to One : How to Build the Future" by Peter Thiel (2014); - "The 25th Hour: Supercharging Productivity Secrets from 300 Successful Entrepreneurs" by Guillaume Declair, Bao Dinh, Jérôme Dumont (2018); - "Business Model Generation" by Alexandre Osterwalder (2010); - "The Lean Startup" - Eric Ries (2011); - "The Art of the start" - Guy Kawasaki (2004); - "Founders at Work: Stories of Startups' Early Days" by Jessica Livingston (2007). Head of Dauphine Incubators (Paris & London), **Oriane KERLEGUER** helps entrepreneurs to design / build / grow / their company. She is also an entrepreneur who created her startup in 2015 while being in her last year of Paris-Dauphine Master's Degree. She teaches growth hacking, entrepreneurship, and lean startup at Paris-Dauphine University.

Document susceptible de mise à jour - 03/11/2026
Université Paris Dauphine - PSL - Place du Maréchal de Lattre de Tassigny - 75775 PARIS Cedex 16