Culture and practice of entrepreneurship

ECTS : 3

Description du contenu de l'enseignement :

This is a general English language class with a major emphasis on the themes of entrepreneurship and **social enterprise**. The course is designed to encourage the productive and creative imput of students, who will be guided through the steps of simulating the creation of their own company, from coming up with a feasible idea to designing a business plan and pitching it to potential investors. Students will also be trained how to chair and participate in meetings, engage in negotiations, and give informational speeches, all with a view to preparing them to communicate effectively in their professional lives.

Compétence à acquérir :

Course Objectives

The objectives are three-fold :

1/ to enhance students' language and communication skills in professional contexts (meetings, negotiations, speeches).

2/ to stimulate their entrepreneurial creativity, especially in the world of social **enterprise**

4/ to generate knowledge and expand awareness of innovative business practices today in the field of **social enterprise**.

Learning Outcomes

1/ Greater confidence and fluency in public speaking.

2/ Enhanced written communication skills.

3/ Learn the art of live and video business pitches.

4/ Perform effectively in meetings and negotiations.

5/ Develop business communication strategies and skills.

Mode de contrôle des connaissances :

Continuous assessment takes up 70% of the final grade: writing assignments and participation in class activities = 10%; meeting and/or negotiation role play: 20%; small group presentation of start-up at the end of the semester= 20%; individual presentation with minimal notes and visuals =20%.
Final exam: 30%.

Bibliographie, lectures recommandées :

A detailed syllabus for 12 weeks of class will be presented at the beginning of term.