

USM30C - Entrepreneurship

Présentation

Prérequis

Master in Management MIM M2 group: Project Management & Business Engineering

Objectifs pédagogiques

As for any investment, kick off decision is made after consideration of economical and other dimensions. This course provides a number of key indicators to evaluate and sustain entrepreneurship.

Students will learn how to:

- Develop the generic business skills required for managers working in an international entrepreneurship environment
- Develop critical analysis skills and apply them to the challenges arising in the area of entrepreneurship (from the very first step of idea generation to validity testing and seed financing)
- Understand the entrepreneurship mindset and drivers
- Explain why the link between entrepreneurship and creativity and understand why creative thinking is so crucial for entrepreneurs
- Understand the patience needed to observe the fruitful outcome of an idea and how it takes time and effort to go from the conceptualization of an idea to its implementation.
- Develop the business and financial skills to prepare a credible business plan

Programme

Contenu

A. From an idea to a feasibility study

Themes on idea generation, germination, preparation and incubation, feasibility study, realization and validation

1. Ideation and bench mark

- Ideation (origin, validation, structuration, value proposition)
- Bench mark (competitor direct and indirect, competitor profiles, offer differentiation, customer control)

2. Main investor criteria

- Offer attractiveness (innovation, market expectation, differentiation, protection against competition)
- Market attractiveness (market interest, access customers, growth potential, customer access offer)
- Team attractiveness (market knowledge, expertise and experience, manager skills, project advancement)

3. Business Model Canvas

- Offer building (problem to be solved, value proposition, the clients, unfair advantages)
- Market organization (customer segmentation, sales channels, revenue stream)
- Company organization (resources, partners, activities)

B. From a Business Plan to seed financing

Themes on the business model, the social impact and the financing opportunities

4. A market analysis for a business plan

- Define the main themes that a market analysis should cover (the market, the

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4 crédits

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clients, competition and the environment)

- Explain the importance of product/service differentiation. Present the methods of analysis that may support your market study (SWOT, PESTEL)
- Explain how to create your client avatar
- Define the marketing mix and the 4 Ps.

5. The Financial Business Plan

- Define your business financing needs and identify the working capital needed to start a new small business
- Identify your financial sources (debt, equity, crowdfunding, savings, love money,...)
- Prepare a monthly 3-year sales forecast
- Prepare a cash flow statement (direct method)
- Prepare a 3-year income statement
- Define the sales break-even point and study the viability of the business model

6. Impact Analysis

- Define and measure social impact
- Explain how economic profitability is compatible with sustainable development.

Modalités de validation

- Contrôle continu
- Projet(s)
- Examen final

Description des modalités de validation

Class participation and individual work

Class group work

Individual final oral presentation

Final individual exam