

Module description

Field of study HES-SO Business, Management and Services

Degree course Master of Science HES-SO in Business Administration

1 Title of module **Venture Planning** 2021-2022

<p>Code E.MScBA.390.OE22.E.21</p> <p>Level <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module</p>	<p>Type of course * <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other</p> <p>Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO</p>	<p>Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module</p>	<p>Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres</p>
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2 Organisation

<p>ECTS Value 5</p>	<p>Language <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Chinese <input type="checkbox"/> English - Russian <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English</p>
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3 Prerequisites

- The following module(s) must have been validated
- The following module(s) must have been attended
- none
- other

Other prerequisites

4 Skills to be gained / general learning objectives

The purpose of this course is to explore business creation and planning of new ventures as a multidimensional phenomenon in both independent and corporate (*intrapreneurship*) settings. By linking theory and practice the course aims to provide students an *entrepreneurial perspective* and a hands-on experience in the development of new business ventures.

5 Teaching and content

- Explain the role of Business Strategy
- Describe the main elements of strategic thinking
- Apply the business model concept
- Understand the fields of application for Business Plans & Business Models with regard to lean start-ups
- Understand and apply key elements for successful pitching

- Explain the link between corporate finance and corporate strategy of founding companies
- Describe finance-relevant themes when founding a company
- Assess funding sources and financial instruments
- Apply financial planning within the framework of a Business Plan

- Explain the way people interact within groups able to create more efficient business organizations
- Assess the strategic significance of legal strategies
- Gain valuable insights into the different branches of law & gain knowledge of legal strategy for correct use to succeed in Start-up Strategy and Entrepreneurship

Interactive lecture with case studies, exercises & presentations

6 Assessment and validation methods

10% Entrepreneur's Biography
90% Written Exam at the end of the module

Detailed instructions are given at the beginning of the module.

The individual final exam will be based on the material that is presented during the course, this includes the lectures, seminars, indicated chapters in the course book and the articles presented in the lectures.

In case of a remediation exam, the module head informs early enough the student about the form of the exam, which can be different than the original one.

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7 **Reassessment requirements ***

- reassessment possible
- no reassessment
- other (please specify below)

7a **Reassessment requirements (if module is repeated) ***

- reassessment possible
- no reassessment
- other (please specify below)

other reassessment modalities

8 **Remarks**

9 **Bibliography**

- Baron, R. A., Shane, S. (2008): Entrepreneurship - a process perspective, 2nd, Mason (Ohio, US).
- Keever M. (2008), How to write a Business Plan, 8th ed.
- Stutley R. (2007), The definitive Business Plan, 2nd ed., Prentice Hall.
- Aulet, B. (2013): 24 steps to a successful startup, New Jersey
- Osterwalder, A., Pigneur, Y. (2010): Business Model Generation, 2nd Edition, Amsterdam.
- Baron, R.A. (2014): Essentials of Entrepreneurship, Cheltenham, Northampton
- Kawasaki, G.(2015): The art of the start 2.0, New York
- Blank, S. & Dorf, B. (2012): The Startup Owner's Manual, Pescadero

10 **Teaching staff**

Name of head of module *

Jean-Marie Ayer & Raphaël Gaudart

Description validated on *

23.08.2021

Description validated by *

Raphaël Gaudart