

OIELSX03 - Culture and Practice of Entrepreneurship in the English-speaking World

Professor: Maurice CRONIN
Contact information:
maurice.cronin@dauphine.psl.eu
Department: International affairs
Semester: 1

Course level: L3 undergraduate
Domain: Electives
Teaching language: English
Number of in-class hours: 36
Number of course sessions: 11 + Exam
ECTS: 6

Course description and objectives

This is a general English language class with major emphasis on the theme of entrepreneurship and business innovation. The course is designed to encourage the productive and creative input 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. As the course title suggests, this course also involves studying the culture and practice of entrepreneurship in English-speaking countries, but also in “emerging” countries, such as India.

Objectives:

The objectives are three-fold:

- 1/ to enhance students’ language and communication skills
- 2/ to stimulate their entrepreneurial creativity (to help them find their “inner entrepreneur”)
- 3/ to generate knowledge and expand awareness of innovative business practices today.

Prerequisites

This course is best suited to students with B2-C2 level (upper-intermediate to proficient) in English who want to maintain and improve their level of English. Native speakers may sign up for this course but are advised that although this is a theme-based course, it has a language-acquisition dimension.

Learning outcomes

1. Greater confidence and fluency in public speaking.
2. Enhanced written communication skills.
3. Perfect the art of live and video business pitches.
4. How to devise and write an appropriate business plan.
5. Develop business communication strategies and skills.

Assignments and grading

- Continuous assessment takes up 50% of the final grade: writing assignments and participation in class activities = 20%; small group presentation of start-up at the end of the semester= 20%; individual mini-presentation with minimal notes and visuals =10%.
- Final exam: 50%.

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	<ul style="list-style-type: none"> - Introduction to course - Creating your own company or working for a start-up, pros and cons? - Viewing a short video on entrepreneurship as a graduate career option. - Ice-breaking activity: create a questionnaire to evaluate peers' suitability for a career as a self-employed person, and then interview classmates and report back to the class on your findings
2	<ul style="list-style-type: none"> - Class Research activity. LinkedIn top startups in 2018: a study of the most sought-after start-ups by graduates in several English-speaking countries and in France. Write a report on your findings and a letter to your favourite start-up requesting an internship with them.
3	<ul style="list-style-type: none"> - Feedback on previous week's writing activity. - Exploring and debunking some myths and media representations of the entrepreneur and start-ups. - Classic theories of the entrepreneurial act: Schumpeter, Kirzner and Knight compared and contrasted. Entrepreneurship, an essentially contested concept?
4	<ul style="list-style-type: none"> - "The Yin and the Yang of entrepreneurship": product or service innovation and the ability to develop and adapt innovative ideas to markets. - Beginning the process of coming up with your own ideas and finding collaborators with complementary skills: class activity.
5	<ul style="list-style-type: none"> - History of and recent developments in social entrepreneurship. - Some recent theories and business developments in the United States: Michael Porter's concept of "shared economic value" and his critique of CSR. The emergence of the "Benefit Corporation" as a new corporate class in the United States. The B-Corps certificate and B-Corporations.
6	<p>The search for new and innovative business models in the era of Web 2.0 and beyond. Kevin Kelly's theory of the eight "generative values" for business activity in the Internet age. Testing and applying the theory : entrepreneurship at the service of artists and on-line "content creators".</p>
7	<ul style="list-style-type: none"> - Basic marketing concepts. Identifying market segments and niche markets, and developing appropriate communication strategies. - Web marketing and the attention economy - Branding: some tools to help you create a brand. - Class activity: re-brand an existing company, product, or service.
8	<ul style="list-style-type: none"> - Marketing and PR: entrepreneurs and storytelling. Self-branding. - Financing options. - Fund-raising challenge activity. - The pros and cons of crowd funding. Strategies for conducting an effective crowd-funding campaign.
9	<ul style="list-style-type: none"> - Making a business plan.

	- Pitching your idea to investors and negotiating a deal with them. - Pitching to incubators
10	End-of-term student presentations.
11	End-of-term student presentations.
12	Final Exam

Bibliography

Course documents and bibliography will be supplied at the beginning of the course.

MyCourse

This course is on MyCourse: **No**

Academic integrity

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.

Academic calendar

Dates (Monday/Sunday)		
02/09/19	09/08/19	Welcome Week + French seminar
09/09/19	15/09/19	1
16/09/19	22/09/19	2
23/09/19	29/09/19	3
30/09/19	06/10/19	4
07/10/19	13/10/19	5
14/10/19	20/10/19	6
21/10/19	27/10/19	7
28/10/19	03/11/19	Holidays
04/11/19	10/11/19	8
11/11/19	17/11/19	9
18/11/19	24/11/19	10
25/11/19	01/12/19	11
02/12/19	08/12/19	Review w.
09/12/19	15/12/19	Exams
16/12/19	22/12/19	
23/12/19	29/12/19	Holidays
30/12/19	05/01/20	
06/01/20	12/01/20	