

## OIBUSX28 – Entrepreneurship

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**Lecturer:** Oriane KERLEGUER  
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**Department:** International affairs  
**Semester:** 1

**Course level:** L3 Undergraduate  
**Domain:** Entrepreneurship  
**Teaching language:** English  
**Number of in-class hours:** 33  
**Number of course sessions:** 10 + Exam  
**ECTS:** 6

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### Course description and objectives

This introductory entrepreneurship course offers an in-depth exploration of the world of entrepreneurship, aimed at providing students with a comprehensive understanding of the process of creating, managing and developing a business. Participants will learn about the main aspects of entrepreneurship, with a focus on entrepreneurship, innovation, and risk-taking. They will also have the opportunity to study case studies of famous entrepreneurs, analyze the factors of success and failure, as well as explore current trends in the entrepreneurial world.

This entrepreneurship course provides a solid foundation for students who want to one day engage in entrepreneurial adventure, while giving them the tools they need to meet the challenges and seize the opportunities in today's dynamic market.

Curious to know how to transform your idea into a business? Join the class!

### Prerequisites

No prerequisite required.

### Learning outcomes

- Challenges of entrepreneurship: developing one's entrepreneurial spirit.
- Specificities of entrepreneurship: from problem to solution, from solution to market fit.
- The launch of an entrepreneurial project: studies, customers, users, MVP and POC.
- Entrepreneurship and business model innovation: business model and mode of operation
- Legal and financial construction: business plan, profitability, governance, and status.
- Support and growth: KPI, incubators, long term vision.

### Assignments and grading

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.

**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	Introduction to Entrepreneurship: entrepreneur posture & mindset, spirit of Entrepreneurship, profiles & 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	Business model: canvas, innovation, pricing
6	MVP (minimal viable product) and POC (proof of concept): crash test and evolutions
7	Business Plan: resources, charges, profit
8	Launching & scaling : Incubators, ecosystem, KPIs, tools and tips
9	Governance and law: rights & duties
10	Finance and fundraising: non-dilutive financing, public and private financing, exit options
11	<b>Final Exam: use case</b>

## Bibliography

- "Zero to One : How to Build the Future" by Peter Thiel
- "The 25th Hour: Supercharging Productivity Secrets from 300 Successful Entrepreneurs" by Guillaume Declair, Bao Dinh, Jérôme Dumont
- "Business Model Generation" by Alexandre Osterwalder
- "The Lean Startup" – Eric Ries
- "The Art of the start" – Guy Kawasaki
- "Founders at Work: Stories of Startups' Early Days" by Jessica Livingston

## Lecturer's biography

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.

## Moodle

This course is on Moodle: /

## 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.