

## 0IBUSY21 - Entrepreneurship : from ideation to launch

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**Professor:** Mariejoe RAIDY

**Contact information:**  
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**Department:** International affairs  
**Semester:** 2

**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

We each have thousands of ideas each day. Most of them are forgotten, some of them are reflected on, then put aside, and very few in a lifetime are turned into a reality.

In this course we will explore those very few ideas that we believe can improve the world or be turned into a reality, and learn what are the essential steps to take, from the moment this thought addresses our mind before opening our eyes in the morning, until we launch our business.

The practical steps we will learn and explore together can give us a timeline for the future, in learning what steps to take the day we decide to venture into this path. Even if choose to join an existing startup or company in the future, the tools we will learn are important to allow us to help it grow. The know-how gained will also help us work better with agencies and subcontractors in the future, by gaining enough knowledge to speak the language of business.

### Prerequisites

No prerequisite required.

### Learning outcomes

In this course we will have a look at

- What is an idea?
- What are the main steps to turn this idea into a business?
- Learning how to conduct basic market research to assess if an idea is good or not, before taking that step further, to minimize the risk of failure and increase the risk of success before putting in any investment.
- Turning an idea into a reality. Bringing an idea to life.

### Assignments and grading

Grading is as follows: participation (10%) – two reports based on material (40%) – final exam (50%).

Each student is expected to submit two reports based on material shown and discussed in class, and research made individually out of class. Each paper should not only summarize the content of the class discussions and material, but also—and more importantly—give the student's point of view, expectations and predications after conducting a (market) research on a subject of interest.

The first report will be based on an existing brand, from which the pros and cons will be studied and explored, solutions will be suggested to improve the cons and help the brand perform better.

The second report will be based on a none-existing brand, bringing a solution to a problematic we have today. This will allow students to use their imagination and come up with an idea they would like to bring to life.

The final exam – a series of questions based on what will be presented during the class sessions (1hr exam) will take place at the end of the semester. The grading will be based on the quality of the quality of the analysis, and the relevance of the examples used to illustrate the argument.

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 in 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       | An introduction to entrepreneurship  |
| 2       | Ideation: how it all starts  |
| 3       | Market Research (primary and secondary MR to assess the market need and market competition)                                    |
| 4       | Naming (name, naming SEO, URL research and booking, <i>search for previous trademarks</i> , filing and trademark registration) |
| 5       | Branding (logo, graphic chart)   |
| 6       | Online presence (website, eshop, Google my Business, NAP, online reputation, community)  |
| 7       | Business plan development (idea, problematic, solution, UAV, market research, competition)                                     |
| 8       | The power of networking and different ways to do it  |
| 9       | Defining the business (startup, tech, different types of businesses, scalability)  |
| 10      | Different stages of business fundraising (angel, pre-seed, seed, series A, B, C...) and exit options                           |
| 11      | <b>Final Exam</b>  |

## Bibliography

- "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel
- "The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It" by Michael E. Gerber
- "The Magic of Thinking Big" by David J. Schwartz
- "Thinking Fast and Slow" by Daniel Kahneman
- "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen
- "Disciplined Entrepreneurship: 24 Steps to a Successful Startup" by Bill Aulet
- "Start with Why: How Great Leaders Inspire Everyone to Take Action" by Simon Sinek
- "The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything" by Guy Kawasaki

- "Founders at Work: Stories of Startups' Early Days" by Jessica Livingston
- "Crushing It!: How Great Entrepreneurs Build Their Business and Influence-and How You Can, Too" by Gary Vaynerchuk
- "The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future" by Chris Guillebeau

### Lecturer's biography

Mariejoe is founder / Creative Director of CreAZ, a branding and marketing consultancy agency based in Paris and currently serving a clientele in the Middle-East, the USA and Europe. She advises entrepreneurs and helps them build their passion/business, is also communication expert with the European Commission, and associate professor at Paris Dauphine university - PSL.

**Moodle:** 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.