

<b>Name of Module: Basics I&amp;E</b>	<b>Credit Points (ECTS): 6 in Semester 1</b>	<b>Module-ID:</b> Basics in I&E(code EMEIE101 for 3 ECTS) + Entrepreneurship (code KMUESU for 3 ECTS). Part of the <b>Innov. &amp; Entrepreneurship 1</b> and <b>Innov. &amp; Entrepreneurship 2</b> blocs
<b>Person Responsible for Module (Name, Mail address): I&amp;E UCA coordinator, Cédric Ulmer</b>		
<b>Université Côte d'Azur</b>	<b>Department: Polytech Nice Sophia</b>	

### 1. Prerequisites for Participation

According to general prerequisites for EIT Digital KIC master programs.

### 2. Intended Learning Outcomes

- In depth understanding of the general process and roles involved in developing an idea and starting up a new technology-based company
- The ability to systematically explore customers and markets
- In depth understanding and the ability to systematically explore business organization and projects
- In depth understanding and the ability to systematically explore basic product and process development
- In depth understanding and the ability to systematically explore basic entrepreneurial finance
- In depth understanding and the ability to systematically explore the important elements in managing companies and developing its human resources

### 3. Content

Idea generation, technology-based entrepreneurship, marketing and markets, organization and project management, new product and process development, entrepreneurial finance, human resource development

### 4. Teaching and Learning Methods

This module (officially named *Innovation 1*), is split in two courses. The first one “**Basis**” is under the coordination of the I&E coordinator. It is organized along on-line and in class courses.

- On-line course about Digital Transformation from Moodle EIT Digital on-line courses platform
- Technical battle among several univ. partners of EIT Digital hosting master students
- In-class courses on the following topics. Total hours 27.
  - Technology-based entrepreneurship, product ideation and development cycle [C Ulmer, FranceLabs]
  - Sales Management in Growth Companies [On line using Moodle]
  - Entrepreneurial finance (vs. corporate finance): accounting basics , cash flow, P&L, ... including how to go to market (fund raising, venture financing, valuation, etc), financial aspects of the Business Plan [M. Callois, Nice Métropole]

For each topic whenever possible, the students get lectures/presentations from entrepreneurs. In particular, some entrepreneurship lunches are organized.

The second one is under the responsibility of the EUR DS4H partner *Skema business school*, and is entitled “Entrepreneurship introduction”. Total hours 30.

The distribution for 6 ECTS is: 150 hours distributed in

Lectures including related to blended teaching: 60h

Self study: 60 h

Inspirational lectures (presentations of entrepreneurs): 10 h

Project work on cases in groups: 20 h

## 5. Assessment and Grading Procedures

50% first course (so 3 ECTS) + 50% second course (so 3 ECTS)

In the first course, focus on **specific aspects from Innovation cycle**, and the decomposition is:

- Digital Transformation Moodle (video self-learning and on line-assignments, peer review, etc), Tech. Battle: 1 ECTS
- Technology-based entrepreneurship, (including for 10% for entrepreneurship lunches **attendance**): 0.5 ECTS
- Sales Management in Growth Companies: 0.5 ECTS
- Entrepreneurial Finance: 1 ECTS

The in-class courses are assessed based on assignments about real business cases. These business cases are used in lectures as practical illustrations.

The second course “Entrepreneurship” is handled by SKEMA business course. It is entitled IDENTIFYING

AND MANAGING BUSINESS OPPORTUNITIES (IMBO): syllabus is

**How do firms discover and exploit new product-market opportunities to create value and sustain competitive advantage? Entrepreneurship is the art of recognition and exploitation of opportunities. Entrepreneurship is valuable in the establishment of new ventures as well as within existing organizations. Discovering business opportunities requires that individuals not only possess knowledge, but that they also have the cognitive abilities that allow them to value and exploit that knowledge within teams. The course is organized in interactive sessions aimed at helping you explore the cognitive processes to identify and leverage business opportunities within organizations and to develop analytical and critical reasoning skills with a strong emphasis toward practice. To this aim, as an essential part of the course, you will participate in an entrepreneurship contest, which will consist of exploring a new real product-market opportunity for a selected technology-based firm located in the SKEMA Sophia Antipolis ecosystem.**

Second course is graded as follows:

60% continuous assessment; 40% entrepreneurship contest, in team, product market proposal competition.

<b>6. Workload calculation (contact hours, homework, exam preparation,..)</b>
See above

<b>7. Frequency and dates</b>
Once fall term

<b>8. Max. Number of Participants</b>
---- 20

<b>9. Enrolment Procedure</b>
--- Automatic enrollment of EIT Digital Master 1 students. (Reserved seats)

<b>10. Recommended Reading, Course Material</b>
<p>For the basis courses: per addressed topic:</p> <ul style="list-style-type: none"> <li>• Understanding Organizations, Tony Greener (ebook)</li> <li>• Innovation and Small Business, Vol. 1&amp;2, Brychan Thomas, Christopher Miller &amp; Lyndon Miller (ebook)</li> <li>• Entrepreneurial Finance; Strategy, Valuation, and Deal Structure, Janet Kiholm Smith, Richard L. Smith, And Richard T. Bliss, Stanford Univ. Press</li> </ul> <p>Plus list of weekly readings as mandated by the Skema course, before or after course sessions. For 2018 it was:</p> <ul style="list-style-type: none"> <li>• Busenitz, L. W., J. B. Barney, (1997). Differences between entrepreneurs and managers in large organizations: Biases and heuristics in strategic decision-making. <i>Journal of Business Venturing</i>, 12(1), 9-30.</li> <li>• Laureiro-Martinez, D. (2014). Cognitive control capabilities, routinization propensity, and decision-making performance. <i>Organization Science</i>, 25(4), 1111-1133.</li> <li>• Sarasvathy, S. D. (2001). Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. <i>Academy of Management Review</i>, 26(2), 243-263.</li> <li>• Shane, S. (2000). Prior knowledge and the discovery of entrepreneurial opportunities. <i>Organization Science</i>, 11(4), 448-469.</li> <li>• Cirillo, B., Breschi, S., A. Prencipe (2018). Divide to connect: Corporate spinouts as linking contexts of intra-corporate networks. <i>Research Policy</i>. <a href="https://doi.org/10.1016/j.respol.2018.05.002">https://doi.org/10.1016/j.respol.2018.05.002</a></li> <li>• Cirillo, B., Brusoni, S., G. Valentini (2014). The rejuvenation of inventors through corporate spinouts. <i>Organization Science</i>, 25(6), 1764-1784. <a href="https://doi.org/10.1287/orsc.2013.0868">https://doi.org/10.1287/orsc.2013.0868</a></li> </ul> <p>----</p>

<b>11. Other Information (e.g. home page of module)</b>
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### General EIT Digital I&E Minor structure at UCA :

Note that the **Innovation and Entrepreneurship 1** of 9 ECTS of semester 1 includes three courses, each with coefficient 3, and the average total mark permits to collect the 9 ECTS as soon as it is  $\geq 10$  over 20. One of the three courses pertain to the BDL for a coefficient of 3. The two other courses, each having a coefficient of 3, pertains to the category Basics in I&E EIT Digital module (basis and entrepreneurship, each for a coefficient of 3).

Semester 1 - Innovation and Entrepreneurship 1 code EMUIE10	9 ECTS
Digital Business (coeff 3) code KMUDBU	Zakaria Babudtsidze (SKEMA)
Basics in Innovation and Entrepreneurship (coeff 3) code EMEIE101	Cédric Ulmer
Business Development Lab Introduction (coeff 3) code EMEIE102	Cédric Ulmer/Luc Ferrier

Note that the **Innovation and Entrepreneurship 3** of 9 ECTS of semester 2 includes the mandatory summer school mark for a coefficient of 4, and the rest pertains to the BDL for a coefficient of 5.

Semester 2 - Innovation and Entrepreneurship 3 code EMUIN20	9 ECTS
Code EMEIN20: Business Development Lab (coeff 5) and EIT summer school (coeff 4)	Cédric Ulmer

Overall, spanning the two semesters, the BDL overall material and work is accounted for 8 ECTS.

Note that the **Innovation and Entrepreneurship 2** of 6 ECTS of semester 2 includes two courses. They complement both the I&E minor specifications (Basics in I&E and BDL prescribed by EIT Digital minor), and the topics about *Impact and use of Data Science in business*.

Innovation and Entrepreneurship 2 code EMUIE20	6 ECTS
Digital IP and Law (coeff 3) code KMUDILU	J.S. Berge (Droit, DS4H)
Entrepreneurship (coeff 3) code KMUESU	Zakaria Babudtsidze (SKEMA, DS4H)

Overall, the minor in I&E in the EIT Digital UCA Data science track accounts for a total of 24 ECTS.

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