

« MASTER'S DEGREE 2 » LEVEL

MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL
DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

VENTURE CREATION/ENTREPRENEURSHIP

TEACHER :

Name : ROTHENBERGER
First Name : John Christian
E-Mail : Jcrothenberger1@gmail.com

TEACHING OBJECTIVES :

- Think differently – The Entrepreneurial Mindset
- Begin to think and act like habitual entrepreneurs
 - Internal and external startup businesses
 - Develop skills in forging opportunity from uncertainty
 - Learn to simplify complexity and see opportunities in uncertainty
- Entrepreneurship and Intrapreneurship
 - Which one are you?
- Exposure to high performing teams
- Exposure to strategy and competitive advantage
 - Understand enough to take action in spite of complexity and uncertainty
- Create early aspects of a viable plan whether internal or external

PREREQUISITE :

No reading current.
Maybe something in advance next time



PLAN :

- **Day 1, Session 1:**
 - My Background
 - Outline and timeline of companies started – timeline importance.
 - Mitech story of starting and leaving
 - Habitual entrepreneur – lots of insights and experience to share
 - Will share for two days – emails – coffees – food – after class time – in future
 - Student backgrounds
 - The Entrepreneurial Mindset – Habitual Entrepreneurs
 - Article Review
 - So you want to be an entrepreneur – wsj
 - Review of Entrepreneurs and Intrapreneurs
- **Day 1, Session 2**
 - High Performance teams
 - Read Honda case while doing in class interviews
 - In class interviews
 - Assemble teams
 - Assemble Groups
 - Discuss Honda Case and British Cycle articles
 - Discuss Competitive advantage slides
 - Review Framing challenge and Opportunity registers
 - Start to create and put forward problem statements
 - Entrepreneurs – existing or new business initiatives
 - Intrapreneurs – innovative internal organizational ideas/initiatives
- **Day 2, Session 1**
 - Get in groups
 - Framing the Challenge
 - Create and review opportunity Registers
 - Review team Internal and External cases/initiatives
 - Go through Coaching session pages JCR for Groups
 - Group work
 - Review Post its
 - JCR feedback
- **Day 2 Session 2**
 - Strategy slides
 - Leadership slides
 - Profit position chart
 - Create Charts
 - Strategic positioning chart
 - Market position chart
 - Activity Maps
 - Review



- Close out survey

- **BIBLIOGRAPHIC ELEMENTS:**

- Review of Comparative Management, Volume 12 2011

- Articles:

- Act like an Entrepreneur inside your Organization – Schlesinger
- Myth of the Intrapreneur – Corbett
- HBR British motorcycle industry at crossroads Case – Rivkin-2007
- HBR Honda Case A – 1989
- So, You want to be an entrepreneur? WSJ – K. Spors -2009
- Recognize Intrapreneurs before they leave – V. Govindarajan 2013
Dartmouth
- The Entrepreneurial Mindset by McGrath and MacMillan –
 - Chapters 1, 2, 12 and 13
- Wharton slides Competitive advantage – Nicolaj Sigglekow Strategic Thinking
Wharton