

 <p>GRENOBLE ECOLE DE MANAGEMENT <small>BUSINESS LAB FOR SOCIETY</small> <small>UNIVERSITÉ DE GRENOBLE</small></p>	<p>International Programs</p> <p>Small & Family Business</p>	<p>Syllabus</p>
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Program/ Intake	Summer Session	Academic Year	2022-2023
Module Supervisor	Battisti Martina	Department	MTS

Contact Hours	30.0 hours	Total Study Hours	90.0 hours	Coefficient	1.0	ECTS Credits	5.0	US Credits	2.50
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Module Description	<p>In this module students are introduced to three interrelated entrepreneurial topics, namely new venture creation, new/small business growth, and family business. After completing the module participants understand how to model entrepreneurial opportunities in comprehensive and structured manner, and how to apply this entrepreneurial approach in the context of growing new/small business and family businesses. This module allows participants to ‘step into the shoes’ of new as well as family business owner/managers and obtain a fast track learning experience in understanding the fundamentals and challenges of starting and growing a business. Participants will analyze a range of complex and interacting challenges that new and growing businesses typically face. The module will also explore and analyze family business continuity challenges and best management, and governance practices for leading growth oriented family-owned businesses.</p>
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Module Learning Outcomes	<p>By the end of this module, participants should be able to:</p> <ul style="list-style-type: none"> - identify the basic stages of the new venture creation process including how to identify and evaluate business opportunities and how to identify and validate the central building blocks of the intended future business - examine the specific challenges that small and family businesses face on the journey of business growth - evaluate the factors that may lead to business success or business failure in small & family business contexts - understand the special characteristics of family businesses
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Teaching Method	The teaching in this module is based on a mixture of lectures, written and live cases, and participants’ own new business ideas.
Evaluation	<ul style="list-style-type: none"> • Continuous Assessment : 100 % <p>Continuous assessment including presentations, two individual assignments (New business idea; Opportunity analysis), and two team assignments (Final report; Growth strategy)</p>
Textbook	Supporting documentation and papers will be given out during sessions.
Bibliography	Reading material will be provided on Moodle.

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