

	Grenoble Graduate School of Business  <b>Small &amp; Family Business</b>	<b>Syllabus</b>
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<b>Programme/ Session</b>	Bachelor in International Business - English Track - 2017-2020	<b>Année Académique</b>	2018-2019
<b>Responsable de module</b>	Le Loarne Severine	<b>Département</b>	MTS

<b>Volume horaire face à face</b>	36.0 heures	<b>Nombre total d'heures de travail</b>	90.0 heures	<b>Coefficient</b>	1.0	<b>Crédits ECTS</b>	6.0	<b>Crédits US</b>	3.00
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<b>Description du cours</b>	<p>The objective of this module is to provide an introduction 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.</p>
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<b>Acquis à l'issue du module</b>	<p>In the new venture creation section participants will address the new venture design process including how to generate and evaluate business opportunities, how to identify the central building blocks of the intended future business, and how to validate those central building blocks.</p> <p>In the new/small business growth section participants will address continued entrepreneurship, i.e. the various challenges new/small businesses face when they move beyond the initial founding success to address small business survival and growth. The participants will address internal and external growth strategies and the various ways to obtain resources to support such growth strategies.</p> <p>In the family business section, participants will address the basic characteristics of family businesses, and apply the entrepreneurial ideas to this context.</p>
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<b>Méthode d'enseignement</b>	<p>The teaching in this module is based on a mixture of lectures, written and live cases, and participants' own new business ideas.</p>
<b>Evaluation</b>	<p>• Contrôle continu : 100 %</p> <p>Continuous assessment including presentations, two individual assignments (New business idea; Opportunity analysis), and two team assignments (Final report; Growth strategy)</p>
<b>Manuel de référence</b>	<p>Supporting documentation and papers will be given out during sessions.</p>

<b>Ouvrages complémentaires</b>	<p>Poza, E.J. (2009). Family Business (3rd edition), South-Western College Pub.</p> <p>Blank, S., Dorf, B. (2012). The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. K &amp; S Ranch.</p> <p>Osterwalder, A. (2010). Business Model Generation: :A Handbook for Visionaries, Game Changers, and Challengers. Wiley.</p> <p>Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.</p> <p>Sahlman, W.A., Stevenson, H.H., Roberts, M.J., Bhidé, A. (1999). The Entrepreneurial Venture, 2nd edition. Harvard Business School Press.</p>
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