

ERA116 - Innovative Entrepreneurial project

10 ECTS

Objectives – Course description

This ENTREPRENEURIAL PROJECT course aims at :

- Proposing a step-by-step Instruction Handout to be able to carry out an Entrepreneurial Project.
- Providing the students with a concrete and real Case Study.
- Showing the students how to combine all the basic theoretical background & soft skills in a single integrated Project.
- Articulating all the Module Courses around one single final Project.
- Bringing about more social & sustainable awareness in any project.
- Being able to write a structured report (Business Plan), to pitch an idea, to convince potential Business Partners.
- Inviting ERASMUS students to brainstorm different cultural experiences to learn how to work in a Business cultural diversity.
- Getting to know more Brussels (the Brussels urban diversity, the Belgian People & History after all).
- Being able to rapidly respond and react in a different environment from a Personal Development point of view.
- Developing an Entrepreneurial Mindset for a possible personal future project

Learning content

" Go Innovative ! " is a student reference document proposed to learn how to carry out an Entrepreneurial Project. That document outlines the structure & method to follow. Different teams will be made to propose a future-focused product / service (1) either existing in their home country to implement in Belgium or (2) a Belgian existing product / service to implement in their home country. The contribution of this project is finally to propose new solutions in a real case study embracing strategic & operational as well as financial aspects.

Learning outcome

By the end of the module, the student will be able to :

- Find innovative ideas in a brainstorming format to start up an Entrepreneurial Project.
- Organize Teamwork & Means accordingly.
- Design a Marketing Strategy.
- Use Financial Analysis to prove the viability of a project.
- Look back critically at a project process after completion.
- Deliver a structured written Report & Pitch Project Partners.
- Get more of the Entrepreneurial Spirit underpinning any project.

Methodology

The course will be based on the following methodological guidelines :

- Attendance is mandatory & Active participation is graded.

- A la Carte theoretical reminders & brainstorming sessions will be combined with Teamwork and Field Activities.
- Regular coaching by the staff members of this ERA Module " Innovative & Sustainable Entrepreneurship" (see other courses of the Module).
- Deliverables will be scheduled on a regular basis.
- Great Professionalism & Proactivity is key to successful project completion.

Learning material

The course is based on :

- a Guideline Handout " Go Innovative ! "(a step-by-step Guide to Entrepreneurial Project, Method & References, Yung-Do A. Ducobu, 35 pp., provided in class only)
- Business Model Canvas (in English).
- Miscellaneous MOODLE/TEAMS Documents (Project Management Methodology, Financial data, Official documents concerning the current case study, Maps, "AFSCA" Legislation...)
- A Guided Tour of the premises to picture People, Place, Product & Process...

" Go Innovative ! Entrepreneurship, Innovation Design & Business Model. Your Project Step by Step " 2nd Edition, 2022 (only available in class)

Evaluation

30% First term continuous assessment Set of assignments or work

70% End of learning assessment outside the first semester Written and/or oral test