

Entrepreneurship management - Barcelona

1. Summary

The Entrepreneurship path is a response to the current changes in the labour market and the different European governments policies to promote the self-employment and the increase of domestic start-ups. The course offers an interdisciplinary approach covering finance, market analysis and research, operations and human resources modules. It explores also different sides of entrepreneurship (Intrapreneur, social entrepreneur, franchisee, etc.) Several entrepreneurs with successful or failure experiences intervene, as well as a group of academic experts. Finally, all along the course, the students develop an idea that they need to transform into a business opportunity and present to an evaluation board. The best promising business plans are advised and mentored by TBSeeds to be pushed in the real market.

2. Jobs and career opportunities description

All along the track of this bachelor, students are obviously prepared to start his own business and become an entrepreneur of a start-up. Nevertheless, this bachelor prepares also to other opportunities like:

- Start-up partner or collaborator,
- Franchisee,
- Intrapreneur,
- Social Entrepreneur,
- Family-owned business manager,
- Business Developer,
- Business incubator Assistant advisor,
- Business Unit Manager of a large consolidated group,
- Small & Medium Enterprise Manager.

All these career opportunities request:

- To understand the entrepreneurship discipline with its different facets (social entrepreneurship, intrapreneurship, franchisee, etc.),
- To know the different forms of innovation and the process to implement it,
- To acquire the tools, the knowledge and skills necessary to create, plan, develop and defend a new project and find financing source to launch it.
- To learn on the HR aspects, challenges and risks related to the creation of new firm

In order to illustrate the career opportunities, we present the project realised by Pierre-Augustin Dumez (TBS Barcelona,) and started during the Bachelor:

Thanks to meetings with professionals and to the different lectures, my team and I learnt how to transform an idea into a real business opportunity. The program provides tools in order to manage most of the unexpected events that occur when you undertake a start-up project and it helped us to save a lot of time in the creation process of our enterprise. In addition, the hands-on methodology implied that we could work in our business plan with expert's supervision as we went along the

learning itinerary. I would say that, in a way, participating in this program allowed us to compensate our lack of experience in creating and managing projects. I strongly recommend this option to all the students that are thinking about starting their own business one day.

Pierre-Agustin Dumez

Co-founder of Calm Barcelona S.L.

3. Program of the path

The program is balanced between academic classes (70%) and conferences (30%) held by Senior Entrepreneurs and Professionals involved in the business Innovation and Entrepreneurship ecosystem. The purpose of the academic classes is to provide the necessary tools and knowledge to develop one of the careers described above while the Professionals' conferences deliver lessons learned and testimonies of business experiences. They aim also at illustrating the risks that reside in being an Entrepreneur and at sharing an outstanding experience that the students can leverage to avoid to repeat the same and usual errors.

This program gives also the chance to the students to develop an idea and transform it in a real opportunity of business. Students are mentored during all the track by Business Managers and are asked to pitch their project at the end. The best promising projects will be advised and mentored by TB Seeds. Moreover, they will enjoy a physical co-working space provided by "Masters of Barcelona" (MOB) to support their development.

The program is divided into 7 modules as below:

MODULE 1: BUSINESS CREATION. THEORY AND PRACTICE (1st semester)

Business creation is hands-on approach on entrepreneurship where students learn the methods and tools how to become and act as an entrepreneur through creativity, prototyping, market & competition analysis. This module includes a set of experiences coming from Professionals and current Entrepreneurs. Through their testimonies, students learn on the usual challenges and mistakes that are inherent to the entrepreneurship discipline and process.

MODULE 2: BUSINESS PLANNING. THEORY AND PRACTICE (1st semester)

This course completes the course of "Business Creation" by providing financial analysis and budget forecasting analysis. They experiment what they have learnt developing their own business venture and project. This module includes also a set of experiences coming from Professionals and current Entrepreneurs.

MODULE 3: E-ENTREPRENEURSHIP (1st semester)

E-Entrepreneurship is describing the opportunities linked to the digital area and the transformation of the economy. It highlights how digital tools modify the existing business models. Testimonies from Professionals provide examples of success stories

and failures that help the students to understand the specific forces for this form of entrepreneurship and the associated risks.

MODULE 4: SOCIAL ENTREPRENEURSHIP AND INNOVATION (2nd semester)

Social entrepreneurs aim to improve society, seize opportunities or approaches to create sustainable solutions to change society for the better. Social entrepreneurs focus first on generating social value instead of maximizing profit for shareholders and other stakeholders. The course presents different Social Entrepreneurship initiatives through testimonies of Professionals and analyses the role of each stakeholder, the conditions to preserve the initial (social) objective and the taxonomy of business type.

MODULE 5: MANAGING INNOVATION & CREATIVITY (2nd semester)

Innovation is increasingly the source of sustainable competitive advantage for firms around the world. However, building an organization to successfully and repeatedly bring technological innovations to market is a daunting managerial challenge. In this course, we focus on the practices and processes that managers use to manage innovation effectively. We work on a human perspective, understanding your own creativity and skills as well as those of users; and a strategic perspective, looking at tools, techniques, and processes to create and manage innovation. We use different creativity workshops to help students to think out-of-the-box.

MODULE 6: HUMAN RESSOURCES CHALLENGES FOR ENTREPRENEURS (2nd semester)

There is a question that haunts everyone who want to be an Entrepreneur regarding his necessary human and personality skills. The course describes the competences every entrepreneur must have to be successful and deals with the delicate subject of how to hire, motivate and manage employees all along the creation of the new firm. It shows innovative techniques of recruitment and for managing people.

MODULE 7: NEW PROJECT MENTORING AND INCUBATION (2nd semester)

The students from the first module are invited to develop, propose and carry out an innovative project and to transform it into a sustainable business venture. Different sessions of coaching are organizing during the course to support the students in the development of their business opportunity. Finally, at the end of the course, all the students pitch their business opportunity in front of a selected board of professionals and investors (Seed&Click and a2b Investments). The best promising business plans will be mentored by TBSeeds and will enjoy a physical co-working space to support their launch in the real market.