

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## Business Game II (5EN2049)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master in General Management</b>	<b>Cours: 1 pg</b>	Voir ci-dessous	6
<b>Master of Science en innovation</b>	<b>Cours: 1 pg</b>	Voir ci-dessous	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

### Période d'enseignement:

- Semestre Automne

### Contenu

The second part of the business game is an entrepreneurship workshop and consists in the development of a viable business model for a business idea. Students will work in group and develop an idea of their own or an application of a technology presented by the lecturers. The goal of the course is for students to learn how to evaluate a business idea and decide whether it can be a promising business opportunity. This competence can be useful for future entrepreneurs as well as for people working with start-ups (investors, incubators, administrations). In terms of organization, the entrepreneurship workshop starts with half a day focused on providing students with the necessary tool, techniques and analytical frameworks to accomplish various aspects of their project brief. Throughout the intensive week of the workshop, students will work in groups, accomplishing the project work and starting preparing a first pitch of their idea. Based on the feedback received and tutoring from the lecturers, they will keep elaborate their idea to transform it into a business opportunity. In the last week of the semester, they will present their project to a panel of experts.

### Forme de l'évaluation

Part 2: Business model: presentation 40% - final report 60%

### Modalités de rattrapage

Students who fail to pass or participate in the entrepreneurship workshop (part 2) will have either the possibility to (re)work on another project in the following year (together with a new cohort) or, they will have to submit a comprehensive individual work that demonstrates their understanding of the topics covered in class.

### Documentation

Documentation will be handed out during the teaching sessions and/or posted on Moodle. Any preparation work required for the project work will be posted on Moodle.

### Pré-requis

The prerequisite for this class is the successful accomplishment of the core courses of semester 1 and 2 of the Master in General Management. In particular, students must have covered strategic management, marketing, financial accounting, finance and HRM.

### Forme de l'enseignement

The entrepreneurship workshop consists of a mixture of lectures, in class group work, presentations and small group tutoring sessions. Students are expected to come to class having read required material for preparation. Each student group will also have three tutoring sessions in the course of the semester (one in October, November and December). A thorough preparation before meeting the tutor is expected. The exact timing of these sessions will be agreed between the tutor and each group.

### Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Recommend the most viable business model
- Develop a business model
- Present a start-up pitch: defend the analysis and recommendations
- Identify the key drivers of success of a new business
- Decide on the best customer value proposition
- Evaluate the most viable business model
- Carry out a thorough analysis of the different customer value propositions

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**Compétences transférables**

- Communicate results orally
- Discuss complex issues
- Apply knowledge to new situations
- Integrate different fields of expertise