

JULY IN PARIS, FRANCE

Course: Doing Business & Entrepreneurship in Europe

Course Syllabus

MODULE	MODULE DESCRIPTION	CONTACT HOURS
Exam Description		1
Digital Marketing Techniques to Grow Business / Social Media Engagement / Social Media Advertising	<p>The goal of this course is to understand how social media can boost business sales. Upon successful completion of the course, students should be able to develop effective social media strategies to increase revenue. Topics & Outcomes:</p> <ul style="list-style-type: none"> • Fundamentals of Social Media Marketing - Successful social media and Digital Marketing techniques • Social Media Engagement - Understanding principles of online engagement and social media technologies • Social Media Advertising - Learn how to manage, measure and optimise advertising on digital channels • Design Thinking applied to Digital Marketing campaigns - development of a lean social media Marketing strategy 	3 / 4 / 3
Business Planning	<p>Business planning is the development of the story of how a business will be run. In this course, we provide a brief introduction to the process of business planning. Students will learn what a business plan is, why it is critical to the entrepreneurial process, a brief overview of how to develop a business plan, and how to find basic business planning resources.</p>	4
Strategic Management in Europe	<p>This course aims to foster students' critical thinking and strategic management skills. We first highlight the essence of strategy: different, fit, and trade-off. Then we focus on Blue Ocean and Innovation Management through multiple case studies in the European market. Students will study key concepts such as competitive advantage, value innovation, and first mover advantage, as well as practical tools such as ERRC grid, value canvas, industry life cycle, and technology S-curve.</p>	3

Business Model Generation	The Business Model of a company can be thought of as the “story” of how a business makes money. In this course, we will introduce the business model and some techniques of business model generation. Students will learn what is usually included in a business model, some of the lingo of business models, and some tools used to create business models and communicate them to outside parties.	3
Disruptive Business Methods	Businesses are affected by disruptive forces that can seriously alter their survival, stories of successful adaptation like Netflix and stories of failure to adaptation like Nokia are common and present in the minds of successful business leaders. In this course, we aim at analyzing what can be done to respond to disruptive forces and successfully thrive a business by taking advantage of opportunities or by eliminating threats.	3
Entrepreneurship in Europe	Europe has some of the most powerful economies in the world at relatively short distances of each other, but such a geographic advantage can also be a difficulty due to the different languages and laws in each country. What makes Europe so unique when it comes to Entrepreneurship? What are the main difficulties and advantages of doing business in Europe? the objective of this course is to answer those questions and develop a better understanding of what it means to be an entrepreneur in Europe.	4
New Product Development	New products and services are the only way to which businesses stay profitable and grow in the market, but such a process is expensive, time-consuming and due to a lot of failures. In this course, we look at some of the basic techniques and tools that can be used to increase the chances of success, diminish the time of research and produce more valuable user experiences.	3
Data Visualisation	Students will learn how to effectively analyse and visualize business data with Tableau Software (the Gartner leader of the BI software).	4
Design Thinking	The objective of this course is to bring together creative strategies and business models to increase the user experience in a business. By using the methods and techniques that designers use we aim at solving business problems and increasing the value of the product to the consumer.	3
Exam: Oral Presentations per group		4

Company Visits/Visits:		
<ul style="list-style-type: none"> Company/Start-Up 		4
TOTAL HOURS		42

FUN TIME	CONTACT HOURS
Welcome Breakfast / Goodbye Party	4
Welcome Event: Tour Montparnasse	2
Workshop Cook & Go, French Cooking Class	2
Seine Cruise	2
TOTAL HOURS	10

Exam: The exam is based on a team project of 2 students.

Objectives of the exam: Present a team project and compete for the best business model.

- Students will be asked to work in groups of 2 (maximum 3) persons and will be required to write a 10 page maximum report.
- The objective of the paper is to develop an innovative business model for a project or service of their choice that will create a new market or disrupt an existing one.
- Groups will have to prepare a maximum of 30 minutes oral presentation followed by a five minute questions and answers session. The discussions will give all students a better understanding of the sensitive issues when analysing business models.
- Students will be assessed on the format (slides, presentation skills, timing, and professionalism) and the content (coherence between the diagnosis and the recommendations). Students are asked to provide a printed and electronic version of the slides.

The final grade is based on the following elements:

- Format: 50%
- Content: 50%

Independent learning hours: The exam represents 10 independent learning hours per student.

Note: Students will need to have at least 10/20 (passing grade). An official transcript of grades will be provided.

Lecturers:

Alejandra Otero



Entrepreneur specialising in internationalisation and digital transformation to foster international student recruitment for Higher Education institutions. Doctorate candidate researching the maximization of customer experience to increase revenue generation for Higher Education organisations. Former intrapreneur in the Higher Education industry as Director of International Affairs in the USA and Business Development & Admissions Manager in Europe.

Yue Zhao



Prof. ZHAO Yue holds a Phd degree in Business Administration from ESSEC Business School. She is associate professor and teaches Strategy and Luxury Brand Management courses at PSB Paris School of Business since 2013. She is interested in creative industries such as mobility network of fashion designers and spatial staging of artworks in museums. Her forthcoming article on "International Journal of Entrepreneurship and Small Business" studies "Consumer Evaluation of Collaboration Between Perfumery and Gastronomy for Innovation".

Nuno Santos



Nuno Santos is a marketing and management professional specialized in the hospitality and tourism industry. With an international experience in Europe and Asia, he has developed projects in various industries and trained hundreds of young professionals in the areas of management, strategy, and marketing.

Karina Sokolova Perez



Bachelor in Computer science. Ph.D. in Mobile security and privacy. Associate professor at Paris School of Business. Co-founder of Profilyser.

Professional interests: data analyses
Research interests: Privacy by Design
Personal interests: art and design



Bradley Stone

Professor Stone started his career as a physicist and entrepreneur in the United States. After working in a wide range of industries in both technical and leadership positions, he relocated to Paris, where he teaches classics in entrepreneurship, project management, management, and finance. His research and entrepreneurship focus on international energy markets and valuation of early stage start-ups.