

The Entrepreneurial Spark

**GROUPE
ESC DIJON
BOURGOGNE**
BURGUNDY SCHOOL OF BUSINESS



Discover Entrepreneurship
and Let Your Talents Shine

Why this programme?

History

In Spring 2012 on the basis of one of its research areas, "innovation, clustering and entrepreneurship", Burgundy School of Business launched a short-term programme in Entrepreneurship, Creativity and Innovation in which creativity, art and entrepreneurship are closely intertwined through various activities within the different fields. In 2013 Burgundy School of Business and Polytechnicum Bourgogne Franche-Comté (a cluster of Engineering and Management schools) and the TalentCampus innovative project decided to further this course focusing on the emergence of individual talents and entrepreneurship. This is how the Entrepreneurial Spark was launched.

Objective

The Entrepreneurial Spark aims to support participants in the exploration of their individual talents in order to discover entrepreneurial culture and behaviour.

Implementation

The Entrepreneurial Spark is a three-week course based on the following journey through these fundamental principles:

- Learning entrepreneurship requires experiences that help us link what we are (our experience, our knowledge, emotional functioning) with the project we conduct.
- At the beginning of any project, it is essential to know our qualities and strengths and develop self-confidence. It is then possible to turn our dreams into reality and overcome challenges. Being able to communicate effectively to an audience and to ourselves becomes vital at this point.
- The entrepreneur must continuously adapt to change which is characterised by an unstable environment and an uncertain future.
- Entrepreneurship is a unique and complex skill that is developed in real life and therefore cannot be learnt in lectures

The first edition of the programme will take place from June 30th to July 18th 2014.

Academic Content

- 100 hours contact time: classes, workshops, company and cultural visits
- 15 hours personal/group work and journey diary-keeping

- 8 ECTS / 4 US credit
- Issuance of a completion certificate

Over the three weeks you will discover the two main components of the entrepreneurial process and how they are closely linked.

As entrepreneurship is strongly linked with talents and creativity, you will learn how to convert these into innovation. It is important that we consider innovation not just as a technical process but as an adaptation process affecting entrepreneurial activity in an ever changing business environment, both at an internal and external level right up to the stakeholders.

It is for this reason that you will be asked to keep a journey diary in which you will write down your thoughts on the course. This diary will help you through the process of discovery, whereby the main elements that link talent and entrepreneurship will become clear by the end of the three weeks



Entrepreneurial Awareness

- From Self Confidence to the Project
- Using your Strength
- Towards the Challenge
- Communicate with your Environment
- Communicate with Yourself

Entrepreneurial Activities

- Developing a Business
- Innovative and Entrepreneurial Mind

Entrepreneurial Awareness

From Self-Confidence to the Project

What is this?

You will boost your self-confidence in what you are capable of achieving through team work exercises.

How is this done?

Through problem solving exercises and role play you will put into practice the elements that define and boost confidence in your abilities. You will also learn how to apply them to real life situations.

What are the results?

To help you improve your self-confidence in your abilities



“ I feel ready now
to turn my business
idea into reality. ”

Jean-Philippe



“I have a better understanding of my weak points and how to develop my strong points. I hope to use this knowledge to progress, and to turn it into action.”

Carine

Using your Strengths

What is this?

Do you have the opportunity to do what you do best every day? Chance are, you don't. Too often, our natural talents go untapped. You will discover where your principal strengths lie, learn how to best describe your talents and how to balance your strengths and manage your weaknesses.

How is this done?

Through the StrengthsFinder assessment which is an online assessment tool developed by the Gallup organization. A trained strengths-facilitator will lead reflections, group discussions, and activities to provide an opportunity to consider how to apply your strengths to your life.

What are the results?

You will be able to uncover your talents, and then process through how to apply those talents to your work and personal life. By focusing energy on developing your talents and strengths, you will be able to reach your full potential.

Towards the Challenge

What is this?

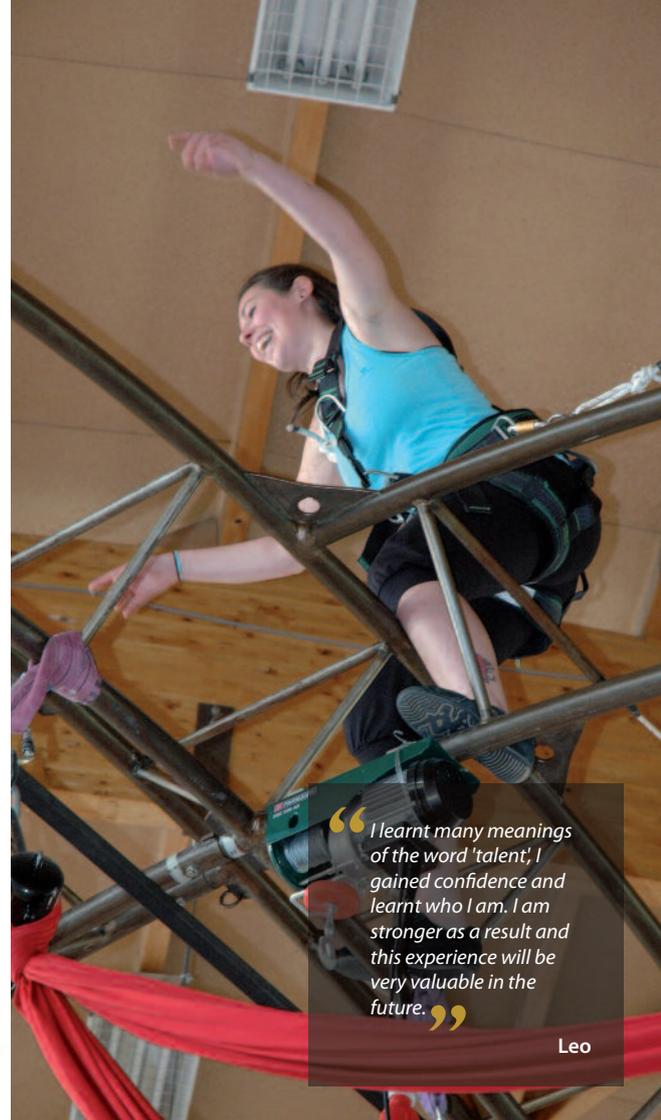
Understanding the emotional journey you will go through in the course of your project: from having the confidence to realise your dream to facing up to the challenge of putting it into action.

How is this done?

You will participate in workshops, problem solving exercises and attend presentations from those who have faced exceptional challenges that required confidence and self-motivation.

What are the results?

As a result of this you will have a clearer understanding of the important role that your emotions play in the development of your project and the connection between self-confidence, your personal goals and the end result.



“I learnt many meanings of the word 'talent', I gained confidence and learnt who I am. I am stronger as a result and this experience will be very valuable in the future.”

“ I learnt about public speaking and discovered new skills; to take risks but also to watch, listen and get to know others.”

Karine



Communicate with your Environment

What is this?

You will learn how to coherently and fluently express your ideas to individuals and in front of a larger audience and also how to build a strong working relationship with your peers.

How is this done?

You will use drama as the main medium through which to learn this important skill. In teams you will produce and perform a short show to an audience – you will be under time pressure so working effectively as a team is of the essence.

What are the results?

You will master public speaking and how to communicate effectively with a wide range of people. The aim is also that you develop skills in leadership, delegation of tasks and the management of stressful situations.

Communicate with Yourself

What is this?

You will be led to reflect on yourselves and the way in which you look at one another. An artist will help you create a self-portrait and a portrait of a fellow student. It is the latter which helps you to reflect on the link between entrepreneurs with their project and the environment in which they act. Do they know themselves well? In addition, do they know how people and social groups interact with their business?

How is this done?

2 days of art-based creativity with a local artist in conjunction with the innovation class. You will be asked to establish a link between art and entrepreneurship and develop a creative outlook on business practices.

What are the results?

Through this creative process the learning objectives are to develop personal awareness and more understanding of yourself and how you interact with others in different situations with ever changing circumstances.



“From these activities I learnt to think outside the box. These activities taught me that creativity does not come straight away. These activities much like an enterprise require imagination.”

Zoe



“It showed me that although I only had the basics, I was able to achieve so much with careful observation, interpretation, patience and perseverance.”

Andrea

Entrepreneurial Activity

Developing a Business

What is this?

Through MIME[®]: 2.5 days Problem Based Learning
Through the MIME[©] method, you will discover the functioning of the company and the role of the manager-entrepreneur. This business game will allow you to synthesize your knowledge on the subject and put it into practice. You will develop critical thinking through problem-based learning.

How is this done?

Firstly, you immerse yourselves into the world of business and business entrepreneurship taking on a managerial role. You will have to make decisions, be organized, deal with uncertainty and adapt to the economic and social environment to which you belong. This first experiment is designed to help you identify key knowledge of company operations and feel the action through the joys and difficulties of the entrepreneur's daily life.

What are the results?

To develop your business management skills through this complex business game, where you will have to interact with your 'cofounders' in the team and quickly adapt to the ever changing environment around you.



“It was interesting to know how different people actually think of running a company, and this was especially obvious during the three day course on M.I.M.E.”

Aline



“It was rewarding to see the company doing well, although it was just a game it has definitely taught me more about managing a company.”

Menghan



“The structure of the activity created these situations which challenged me to think like an entrepreneur.”

Taylem

Innovative and Entrepreneurial Mind

What is this?

You will examine what innovation means in an entrepreneurial approach. What is an innovative mind? How do you innovate? What role is played by the entrepreneur in order to be innovative? Senior experts will help answer these questions through discussions about practical cases. You will also meet innovative entrepreneurs through organised business visits.

How is this done?

12 hours of seminars with constant immersion in the corporate world. You will visit 3 companies and have the opportunity to exchange views and perceptions on the corporate world with the entrepreneurs / company managers.

“I believe it is important that if anyone has an idea regardless of their position or status it is worth being heard as all perspectives are valuable.”

Aaron

What are the results?

To understand innovation's invaluable role in contributing to the success of entrepreneurial activities. This includes the importance of the process and adaptation to learn how best to explore and even exploit an opportunity that presents itself in the context of organizational change.

“I think that the company visit was a great way to show us examples of different types of companies with different growth strategies that are able to both reap profits.”

Kimberly



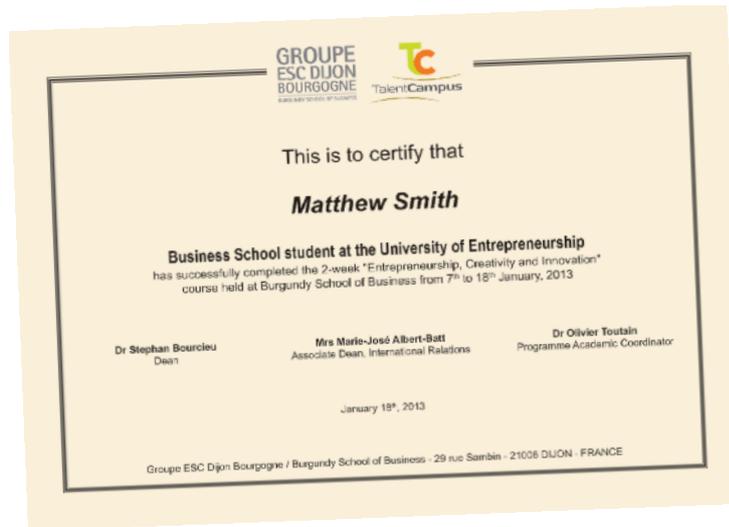
Assessment and results

Assessment

- Entrepreneurial Awareness: 50%
- Entrepreneurial Activity: 50%

Results

A transcript of results is sent to you 10 days after the end of the programme and a completion certificate is issued on the last day of the course.



Other aspects



Accommodation

20 nights on a single or double occupancy basis at a two-star hotel in the city centre. Includes WiFi and cooking facilities in the rooms, as well as breakfast.



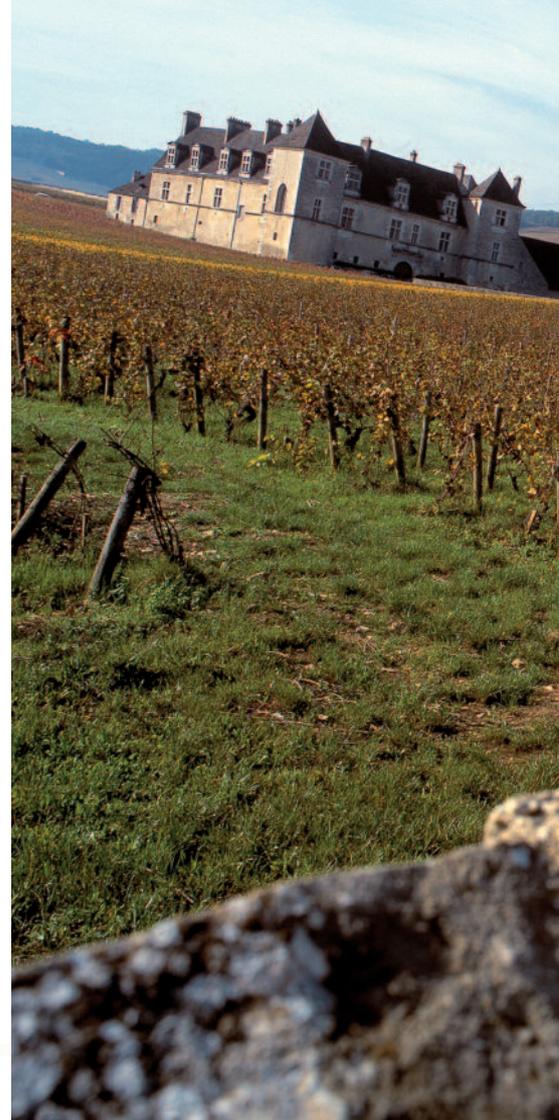
Cultural Visits

- 2-hour walking tour of Dijon
- Bastille day in a French village
- Day trip to Beaune:
 - wine tasting in the wine region
 - visit to 2 historical sites



Cultural activities

Between visits and breaks to savour gastronomic delights in Dijon, discover a thousand other pleasures - theatre, concerts, opera, cinema, the annual wine festival, the many summer musical and cultural events, visit Dijon's seven museums, numerous art galleries and exhibitions





About Burgundy School of Business

Founded in 1900, Burgundy School of Business is a leading teaching and research business school of 1,700 students offering a range of undergraduate and graduate courses. It is located in the centre of town, just ten minutes' walk away from the train station.

You will have access to the multimedia library with a wide range of learning materials in foreign languages and computer labs with free access to the Internet.



“ I had an amazing time in Dijon and I thank you for your warm hospitality. ”

Sharmaine





Life in Dijon

Burgundy School of Business is located on a campus just a few minutes' walk from the centre of Dijon. One of the best preserved historic centres in France, Dijon artfully combines tradition and modernity, and is ranked the second most desirable city in France in terms of quality of life.

A city open to the world

Dijon, a university and business centre, is the capital of the Burgundy region. Situated only an hour and forty minutes away from Paris by train and being close to the border of two other countries it is in the very heart of Europe. Its picturesque and bustling pedestrian streets, flourishing trade, beautiful parks and gardens, all contribute to the city's lively and warm atmosphere.

A historical city

The centre of Dijon, France's third largest historical area of national heritage, covers an area of over 100 hectares (more than 250 acres) of churches, built between medieval times and present days, stately town houses dating from the 16th, 17th and 18th centuries, and medieval half-timbered houses.

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TalentCampus

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