



Rémi Walbaum

MODULE LEADER

Rémi Walbaum holds one of the first MBAs to be delivered under the control of the European Commission. He proved his talents as Export Manager for Cokin and as Management and European Subsidiary Executive by De Vere. In 1989, he created Axe Communication. For fifteen years, he has been advising major companies on their interactive communications strategies. He has funded and co-funded start-ups in the new technologies field, and in particular, electronic shopping with Le Shop and Usability Science. He has initiated several major change projects in multinationals like Novartis, Nestlé and Dupont. His communication skills has served new businesses like Oqibo, Dartfish and Solvix. He joined *Create Switzerland* in January 2003. Today, Rémi has started a new retailing chain www.fleurdepains.ch and continues his consulting activities. He regularly gives classes at institutions like EHL, EPFL, ETHZ, universities in Basle, Geneva and Paris. He is also keynote speaker at forums on start-up and marketing strategies.

RECOMMENDED READING

- Kawasaki, G., (2004), *The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*, Portfolio, USA, ISBN 1-591-84056-2

PRICE

CHF1,800 (~€1,100)

Prices in Euros (€), as at October 2007, are only an indication; payment will be in Swiss Francs (CHF)

ENTREPRENEURSHIP & SME MANAGEMENT

MODULE DESCRIPTION

Barring few exceptions, every one of us is to some extent an entrepreneur. The question is—"What type of entrepreneur are we?"

Over three days, we will analyse the methodology and core competencies needed to start a new venture on our own—**entrepreneurship**—and the skills required to run a small business. The Module offers a practical and relevant approach to running a business. The objective is to cover the critical stages that occur during the life of a start-up—from the initial idea to the formation of the team and designing and selling its products and services. Most of these aspects are relevant to managers to that wishes to have a larger vision of their activity. Participants will have a clear overview of entrepreneurship and a practical dissection of current business models from real entrepreneurs. Mirroring leading educational programmes in Europe and North America, the Module acknowledges that entrepreneurship education cannot be relied on lectures and book learning—the real learning can only come from experience and interaction. The Module serves to kick-start you on this journey.

LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Explain critical considerations in creating a new enterprise
- Review a range of business plan models

Competencies

- Develop daily business tools necessary for new ventures within or without an organization
- Critique methodologies and core competencies for new ventures
- Present oneself in front of others for a start-up business

Mindset

- Appreciate the importance of will and determination when initiating projects inside an organization or when starting a business

METHODOLOGY

- Interactive learning sessions combining relevant concepts with concrete entrepreneurial illustrations and practical checklists: focused expert input, individual and group presentations, case studies, a consulting mission, evening assignments, debriefing, class discussion, individual coaching, feedback and support

PARTICIPANTS

- Anyone seriously considering entrepreneurship as a career option or wishing to design new activities in his or her current organization
- Those willing to test their capacity to run on their own a SME