



ENTREPRENEURSHIP



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Catherine Wable

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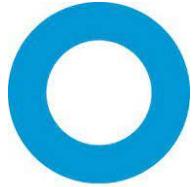


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Catherine Wable



DGF
Distribution • Gastronomie • Formation



ODIMO

La
FRENCH TECH
ONE LYON
ST-ETIENNE

IUT Lyon 1
l'excellence technologique



CEFAM
Centre d'Etudes Franco-Américain de Management
Lyon & USA



PULSALS
ACCÉLÉRATEUR D'INNOVATIONS

Data IA
Expert

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MMIC - Entrepreneurship

3 sessions

- Thursday 13th November 4pm to 6 pm
- Thursday 27th November 2pm to 4pm
- Thursday 4th December 2pm to 4pm



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Course content

Introduction

Demography and Employment

From generalized employee model to Entrepreneurship Model

Historical evolution of entrepreneurship

Entrepreneurship in the world

Current policies in Europe and beyond

Conclusion

4th december Evaluation (1 hour)



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Introduction

How would you define an enterprise?

How would you define an entrepreneur?



Introduction

THE TYPICAL ENTREPRENEUR

95.1%

have bachelor degrees

47% have advanced degrees

Average age **40 YEARS**



70% are married

5.2% are divorced,
separated or widowed.

LESS THAN 1%

come from extremely rich/
extremely poor backgrounds

75.4%

have worked at other
companies for more
than 6 years



51.9%

were first in their family
to launch a business



3 TIMES

more likely to have
rebelled as teenagers



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Demography and Employment

The evolution of economic systems and demographics have influenced employment patterns over time.

- a) Agrarian society (and Handicraft economy) (circa 10,000 BCE – 18th Century)
- b) Industrial Society (end of 18th Century – Mid-20th Century)
- c) Post-Industrial Economy or Service economy (Mid-20th Century – Late 20th Century)
- d) Knowledge Economy or Information Age (Late 20th Century – Present)



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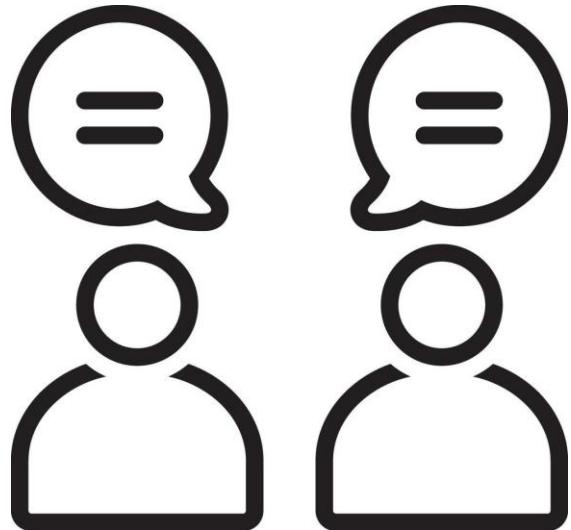
From generalized employee model to Entrepreneurship Model



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From generalized employee model to Entrepreneurship Model

Debate



2 groups

1 in favor of the Employee Model

1 in favor of the Entrepreneurship Model

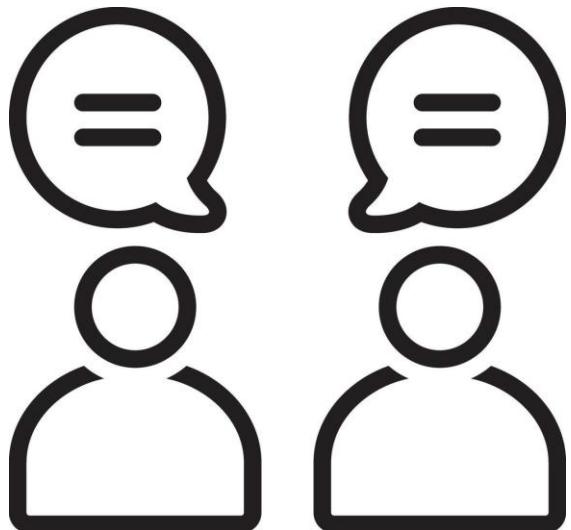
15 minutes

Think of the characteristics of each model

Prepare your argument



More discussions



Is entrepreneurship genuinely emancipatory, or does it reinforce neoliberal dominance?

Should governments prioritize policies that encourage entrepreneurship over traditional employee protections?

Has the widespread promotion of the “entrepreneurial self” improved or undermined social cohesion and equity?



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Historical evolution of entrepreneurship

Entrepreneurship has always existed but it has evolved over centuries

- a) Guilds and craftmen considered founders of Modern entrepreneurship
- b) Industrial revolution and beyond
- c) Innovation and Entrepreneurship in the 19th and 20th century
- d) Modern Era



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To prepare for next session (Nov, 27th)

What is the perception of entrepreneurship and entrepreneurs in your country?
What public policies are in place?

No presentation, no computer, no phone.
Your brain, a piece of paper, a white board and markers.