Formation
Understanding entrepreneurs: from mindset to opportunity (Comprendre les entrepreneurs : de la posture à l'opportunité)

Durée de la formation : 8 heures
Date de la session : du 01/03/2027 au 31/05/2027

Dates précises : From 01/03/2027 to 31/05/2027
Horaires de la session : Independently, at your own pace

Lieu : En e-learning (en ligne) - OpenClassrooms platform

Nombre de places maximum : 5

Formateur(s) : OPENCLASSROOMS

Prérequis sur cette formation : None

Public ciblé : Université de Bordeaux staff and site/PUI partners

Public prioritaire :

Date limite d'inscription : 19/02/2027

Objectifs :
By the end of this training, you will be able to:

- Understand the nature of an entrepreneur
- Understand the common obstacles for entrepreneurs and startups
- Describe the basic process of beginning a new venture
- Understand the challenges of innovation
- Understand the skills necessary for innovation
- Understand some of the major recent accomplishments in innovation

This training receives government funding managed by the Agence Nationale de la Recherche (National Agency for Research) under the plan France 2030, with the reference ANR-21-EXES-0004.

Programme :
Part 1: Entrepreneurial skills

- Entrepreneurship is all about people
- The entrepreneur at a glance
- Rules for driving in the dark
- Don't get lost in the dark
- Define your entrepreneurial profile
- When to exit?
- Summing up
- Time to practice
- Quiz

Part 2: Recognize opportunities

- Challenge assumptions
- How to look for ideas ?
- Where to look for ideas?
- Where else to look for ideas?
- Learn from designers about how to observe the world
- Summing up
- Get some practice generating ideas
- Quiz

Part 3: Analyze ideas

- Not every idea is a good idea
- An online jewelry: Adamence
- Is there an opportunity for starting a business?
- Is it an opportunity accessible to a start-up?
- The process
- Let's assess Adamence's opportunity
- Summing up
- Get some practice assessing your own idea
- Conclusion

Pour tout renseignement complémentaire :
Chargé(e) de formation : mailto:bf-formations.innovation@u-bordeaux.fr
Pôle AGRH – service développement des compétences

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