

15.0 credits

45.0 h

Teacher(s) :	De Poorter Xavier ; Jacquemin Amélie ;
Language :	Français
Place of the course	Mons
Prerequisites :	MGEHD1312 Financial Management, MGEHD2108 Management Accounting, MGEHD2117 Strategic Management, MGEHD2132 Market research.
Main themes :	The course supports students in the creation of a business plan. The first part of each session consists of an introduction to the theory of the various parts/stages of the business plan (seeking investors, suppliers, customers, etc.) The second part of each session is dedicated to group work on a start-up project. Experts will be involved in mentoring students at various points.
Aims :	On completion of this course, students will be able: -- to understand what entrepreneurship means, what starting up a business involves and how to develop a business start-up project; to deploy a theoretical-practical approach to understanding and implementing a business start-up strategy. <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Evaluation methods :	Interim and final presentations of group work. A final presentation of the work will be delivered before a professional/academic panel.
Teaching methods :	-- Lectures -- Group work -- Seminar
Bibliography :	-- STUTELY, R. (2008), Business Plan: Concevoir un Business Plan efficace, Pearson, 2nd ed. translation by STUTELY, R. (2006), The Definitive Business Plan, 2th ed., Prentice Hall. -- LEGER-JARNIOU, L. ' KALOUSIS, G. (2010), Construire son Business Plan: Les clefs du BP professionnel, Dunod, 2th ed.
Cycle and year of study :	> Master [120] in Management (shift schedule) > Master [120] in Management (shift schedule)
Faculty or entity in charge:	BLSM