

5.0 credits	30.0 h	2q
-------------	--------	----

Teacher(s) :	Toney Bryan ; Kamp Bartholomeus ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	Opportunity detection and strategic management of start-ups and SMEs
Aims :	The aim of the course is to learn methods to identify and analyze market opportunities, as well as strategic management tools for start-ups and SMEs. <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>
Content :	<p>This strategic management course will concentrate on the specificities of start-ups and young SMEs. It will combine lectures with conferences and case studies. Evaluation will be based on class participation, oral presentations and group works.</p> <p>Content Among other topics, the course will cover:</p> <ul style="list-style-type: none"> - Entrepreneurship and strategy - Opportunity identification - Environmental competitive analysis for start-ups and SMEs - Strategy formulation in start-ups and SMEs - Strategic planning - Strategic control - Strategic change <p>Methods In-class activities 1 Lectures 1 Interactive seminar 1 Problem based learning 1 role playing/simulation</p> <p>At home activities 1 Readings to prepare the lecture 1 Paper work 1 Students presentation</p>

<p>Other infos :</p>	<p>Prerequisites (ideally in terms of competencies)</p> <p>Evaluation : Class participation, oral presentations and group works</p> <p>Support : Provided through icampus</p> <p>References : Provided during the class</p> <p>Internationalisation 1 international case study</p> <p>Corporate features 1 conference 1 case study 1 corporate game</p> <p>Skills 1 presentation skills 1 writing skills 1 team work</p> <p>1 problem solving 1 decision making</p> <p>Techniques and tools for teaching and learning 1 simulation 1 quantitative methods 1 qualitative methods</p>
<p>Cycle and year of study :</p>	<p>> Master [120] in Law > Master [120] in Management > Master of arts in Business engineering > Master [120] in Motor Skills: Physical Education</p>
<p>Faculty or entity in charge:</p>	<p>CLSM</p>