

5.0 credits	30.0 h + 15.0 h	1q
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Teacher(s) :	Coeurderoy Régis ; De Cordt Yves ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Managerial part: -- Creativity and business opportunity seizing -- Launching strategy (Environmental analysis, market study, value creation, competitive advantage, strategic resources and capabilities) -- Key steps for venture creation and public aides Law part: -- Firm creation : legal forms & mp; legal consequences -- Access to profession -- IP Law -- Marketing Law -- Contracts Law (agency, franchising') -- Tax Law -- Labour Law
Aims :	The objective of the course is to provide the students with the legal, economic and managerial pre-requisites for new venture creation. It allies theory and practice. <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 :	Evaluation will be based on : -- Class participation -- Building of a project and business plan -- Interdisciplinary group works and oral presentations
Teaching methods :	The method will be based on traditional teaching and students' participation : -- Selected readings will be discussed in class -- Case studies -- Students' presentations -- Conferences on topical points are organized for the students
Content :	Managerial part: -- Creativity and business opportunity seizing -- Launching strategy (Environmental analysis, market study, value creation, competitive advantage, strategic resources and capabilities) -- Key steps for venture creation and public aides Law part: --

	<p>Firm creation : legal forms &amp; mp; legal consequences          --          Access to profession          --          IP Law          --          Marketing Law          --          Contracts Law (agency, franchising')          --          Tax Law          --          Labour Law</p>
<p>Bibliography :</p>	<p>Books:          --          Janssen F. (2009), Entreprendre : une initiation à l'entrepreneuriat, De Boeck, Chap. 4-7.          --          Papin Robert, Stratégie pour la création d'entreprise, 14ème édition, Dunod.          --          De Brabandere L. (2007), La valeur des idées : de la créativité à la stratégie d'entreprise, Dunod.</p>
<p>Other infos :</p>	<p>Slides provided on icampus</p>
<p>Cycle and year of study :</p>	<p><a href="#">&gt; Master [120] in Biology of Organisms and Ecology</a>  <a href="#">&gt; Master [120] in Forests and Natural Areas Engineering</a>  <a href="#">&gt; Master [120] in Agricultural Bioengineering</a>  <a href="#">&gt; Master [120] in Chemistry and Bio-industries</a>  <a href="#">&gt; Master [120] in Environmental Bioengineering</a>  <a href="#">&gt; Master [120] in Motor Skills: Physical Education</a>  <a href="#">&gt; Teacher Training Certificate (upper secondary education) - Physical Education</a>  <a href="#">&gt; Master [120] in Management</a>  <a href="#">&gt; Master [120] in Business engineering</a>  <a href="#">&gt; Master [120] in Law</a>  <a href="#">&gt; Master [120] in Information and Communication</a>  <a href="#">&gt; Master [120] in Information and Communication</a>  <a href="#">&gt; Master [120] in Psychology</a>  <a href="#">&gt; Master [120] in Biochemistry and Molecular and Cell Biology</a>  <a href="#">&gt; Master [120] in Civil Engineering</a>  <a href="#">&gt; Master [120] in Computer Science and Engineering</a>  <a href="#">&gt; Master [120] in Chemical and Materials Engineering</a>  <a href="#">&gt; Master [120] in Mathematical Engineering</a>  <a href="#">&gt; Master [120] in Mechanical Engineering</a>  <a href="#">&gt; Master [120] in Computer Science</a>  <a href="#">&gt; Master [120] in Electro-mechanical Engineering</a>  <a href="#">&gt; Master [120] in Biomedical Engineering</a>  <a href="#">&gt; Master [120] in Physical Engineering</a>  <a href="#">&gt; Master [120] in Electrical Engineering</a></p>
<p>Faculty or entity in charge:</p>	<p>CLSM</p>