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| 5 crédits | 30.0 h + 30.0 h | Q2 |
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| Enseignants | Kamp Bartholomeus ;Toney Bryan ; |
| Langue d'enseignement | Anglais |
| Lieu du cours | Louvain-la-Neuve |
| Préalables | Good level of English and acquaintance with basics of business science and micro-economics. |
| Thèmes abordés | <p><u>Part Bryan Toney:</u></p> <ul style="list-style-type: none"> • Strategic planning for start-ups • Business opportunity identification and analysis • Marketing strategies for start-ups • Human resource strategies for start-ups <p><u>Part Bart Kamp:</u></p> <ul style="list-style-type: none"> • Starting up a wholly new business • Growing a new business • Internationalization of new / young businesses • Decline and exit dynamics with regard to new / young businesses • Family business planning and transiting from one generation to the next |
| Acquis d'apprentissage | <p>1 The aim of the course is to comprehend and learn to analyze the management process related to business start-up, business growth, business internationalization and on success and failure factors in that regard. The course places a particular focus on start-ups and born globals.</p> <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p> |
| Modes d'évaluation des acquis des étudiants | <p>Continuous evaluation</p> <ul style="list-style-type: none"> • Date: Will be specified later • Type of evaluation: Group work • Comments: case analysis on a start-up or strategic management problematique. Write an essay during trimester april-June 2018 <p>Evaluation week</p> <ul style="list-style-type: none"> • Oral: No • Written: No • Unavailability or comments: No <p>Examination session</p> <ul style="list-style-type: none"> • Oral: No • Written: 2x3 hours • Unavailability or comments: Bryan Toney's written exam is a sit-down exam and it will take place during the week he comes over to do his part of the course. Bart Kamp's written exam is a take-home exam and it will take place shortly after his part of the course has taken place. The weeks that Bryan and Bart provide their lectures are scheduled for April and May 2018 |
| Méthodes d'enseignement | <p><u>Part Bryan Toney:</u></p> <ul style="list-style-type: none"> • Interactive seminar <p><u>Part Bart Kamp:</u></p> <ul style="list-style-type: none"> • Lectures • Video case analyses • Text case analyses |
| Contenu | The course concentrates on the specificities of start-ups, young SMEs and born globals and the role of entrepreneurship and strategy for such businesses. It builds on entrepreneurship theories, theories of the firm, strategic management and international business. |

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| | It refers both to the start-up phase of SMEs, and to subsequent phases of the business life cycle: on how to manage and implement a sustained growth strategy (including the expansion to foreign/global markets) and on how to avoid decline or disappearance of a business. |
| Ressources en ligne | Provided through Moodle |
| Bibliographie | <u>Literature references:</u> Provided through Moodle |
| Faculté ou entité en charge: | CLSM |

| Programmes / formations proposant cette unité d'enseignement (UE) | | | | |
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| Intitulé du programme | Sigle | Crédits | Prérequis | Acquis d'apprentissage |
| Master [120] en droit | DROI2M | 5 | |  |
| Master [120] en sciences de gestion | GESM2M | 5 | |  |
| Master [120] en ingénieur de gestion | INGE2M | 5 | |  |
| Master [120] en sciences de la motricité, orientation éducation physique | EDPH2M | 5 | |  |
| Master [120] en sciences de gestion | GEST2M | 5 | |  |
| Agrégation de l'enseignement secondaire supérieur (éducation physique) | EDPH2A | 5 | |  |
| Master [120] en administration publique | ADPU2M | 5 | |  |
| Master [120] en ingénieur de gestion | INGM2M | 5 | |  |