








5 credits

30.0 h + 30.0 h

Q2

Teacher(s)	Kamp Bartholomeus ;Toney Bryan ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<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
Aims	<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>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></p>
Evaluation methods	<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
Teaching methods	<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
Content	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.

	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.
Inline resources	Provided through Moodle
Bibliography	Support de cours Fourni via Moodle Références bibliographiques recommandées, lectures conseillées : Fournies durant le cours via Moodle
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Teacher Training Certificate (upper secondary education) - Physical Education	EDPH2A	5		
Master [120] in Management	GESM2M	5		
Master [120] in Business Engineering	INGE2M	5		
Master [120] in Law	DROI2M	5		
Master [120] in Public Administration	ADPU2M	5		
Master [120] in Motor Skills: Physical Education	EDPH2M	5		