





5 credits

30.0 h + 30.0 h

Q1 and Q2

Teacher(s)	Jacquemin Amélie ;Meurisse Vincent ;
Language :	French
Place of the course	Mons
Aims	<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>
Bibliography	Lectures conseillées : Osterwaler, A, Pigneur, Y., Bernarda, G., Smith, A. (2015), La méthode Value Proposition Design, Pearson France. Racquez, S. (2014), Business model creation. Le guide pratique du créateur d'entreprise, Editions Edi.pro : Liège. Ries, E. (2012), Lean Startup. Adoptez l'innovation continue, Pearson France.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	COMM1BA	5		
Bachelor in Management	GESM1BA	5		
Bachelor en Business Engineering	INGM1BA	5		
Bachelor in Political Sciences: General	SPOM1BA	5		
Bachelor in Human and Social Sciences	HUSM1BA	5		