

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

4 credits	30.0 h + 15.0 h	Q2
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Teacher(s)	Gailly Benoît ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Presentation of the key building blocks of a firm and of its management
Aims	<p>1 Introduce students to the basic concepts of a firm and its management</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><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Group work and oral examination (in June and/or September), 50/50</p> <p>Compulsory attendance for corporate testimonials and group work presentations</p>
Teaching methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Introduction and illustration of the main concepts</p> <p>Corporate testimonials</p> <p>Group work presentations</p>
Content	<p>Introduction to the key elements of the management of a firm; illustration and application to concrete examples</p> <p>The concept of firm; business planning; sources of innovations; strategic positioning; business model; governance; valuation and financing</p>
Inline resources	<p>Class presentations available on Moodle</p> <p><a href="http://www.NavigatingInnovation.org">www.NavigatingInnovation.org</a></p> <p><a href="http://www.zinnovants.org">www.zinnovants.org</a></p>
Bibliography	<p>Lambin J.J. (1998) <i>Le marketing stratégique</i> (4ème éd.). Ediscience</p> <p>Longenecker J., Pringle C. (1984) <i>Management</i> (6th ed.). Merrill</p> <p>Magretta J. (2002) <i>What management is</i>. Free Press</p> <p>Soulié D., Roux D. (1992) <i>Gestion</i>. Presses Universitaires de France</p> <p>Tawfik L., Bélair G. (1979) <i>L'entreprise et ses fonctions</i>. Editions HRW</p>
Other infos	Prerequisites : none
Faculty or entity in charge	EPL

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Mechanical Engineering	<a href="#">MECA2M</a>	4		
Master [120] in Biomedical Engineering	<a href="#">GBIO2M</a>	4		
Master [120] in Mathematical Engineering	<a href="#">MAP2M</a>	4		
Master [120] in Computer Science and Engineering	<a href="#">INFO2M</a>	4		
Master [120] in Electrical Engineering	<a href="#">ELEC2M</a>	4		
Master [120] in Computer Science	<a href="#">SINF2M</a>	4		
Master [120] in Civil Engineering	<a href="#">GCE2M</a>	4		
Master [120] in Chemical and Materials Engineering	<a href="#">KIMA2M</a>	4		
Master [120] in Data Science Engineering	<a href="#">DATE2M</a>	4		
Master [120] in Electro-mechanical Engineering	<a href="#">ELME2M</a>	4		
Master [120] in Data Science: Information Technology	<a href="#">DATI2M</a>	4		
Master [120] in Biochemistry and Molecular and Cell Biology	<a href="#">BBMC2M</a>	4		
Master [120] in Physical Engineering	<a href="#">FYAP2M</a>	4		