



Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

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>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</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>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</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>www.NavigatingInnovation.org</p> <p>www.zinnovants.org</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 Computer Science and Engineering	INFO2M	4		
Master [120] in Computer Science	SINF2M	4		
Master [120] in Physical Engineering	FYAP2M	4		
Master [120] in Civil Engineering	GCE2M	4		
Master [120] in Electrical Engineering	ELEC2M	4		
Master [120] in Chemical and Materials Engineering	KIMA2M	4		
Master [120] in Electro-mechanical Engineering	ELME2M	4		
Master [120] in Mathematical Engineering	MAP2M	4		
Master [120] in Data Science Engineering	DATE2M	4		
Master [120] in Biochemistry and Molecular and Cell Biology	BBMC2M	4		
Master [120] in Data Science: Information Technology	DATI2M	4		
Master [120] in Biomedical Engineering	GBIO2M	4		
Master [120] in Mechanical Engineering	MECA2M	4		