



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).

5 credits	30.0 h + 30.0 h	Q1 and Q2
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Teacher(s)	Jacquemin Amélie ;
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 : Business Engineering	INGM1BA	5		