










5.00 crédits

30.0 h + 30.0 h

Q2

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| Enseignants | Kamp Bartholomeus ;Toney Bryan ; |
| Langue d'enseignement | Anglais |
| Lieu du cours | Louvain-la-Neuve |
| Préalables | Good level of English and acquaintance with basics of business science and micro-economics. |
| Thèmes abordés | <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 • Replacement of founders and succession of leadership at start-ups |
| Acquis d'apprentissage | <p>A la fin de cette unité d'enseignement, l'étudiant est capable de :</p> <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> |
| Modes d'évaluation des acquis des étudiants | <p>Continuous evaluation</p> <ul style="list-style-type: none"> • Date: <i>during or just after the course</i> • Type of evaluation: <i>Case analysis. Bryan Toney's written sit-down exam – Bart Kamp's written take home exam.</i> • Comments: <i>No</i> <p>Evaluation week</p> <ul style="list-style-type: none"> • Oral: <i>No</i> • Written: <i>No</i> • Unavailability or comments: <i>No</i> <p>Examination session</p> <ul style="list-style-type: none"> • Oral: <i>No</i> • Written: <i>No</i> • Unavailability or comments: <i>No</i> |
| Méthodes d'enseignement | <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 |
| Contenu | <p><i>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.</i></p> <p><i>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.</i></p> |

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| Ressources en ligne | <i>Provided through Moodle</i> |
| Bibliographie | <p>Support de cours Fourni via Moodle</p> <p>Références bibliographiques recommandées, lectures conseillées : Fournies durant le cours via Moodle</p> |
| Faculté ou entité en charge: | CLSM |

| Programmes / formations proposant cette unité d'enseignement (UE) | | | | |
|--|--------|---------|-----------|---|
| Intitulé du programme | Sigle | Crédits | Prérequis | Acquis d'apprentissage |
| Master [120] en linguistique | LING2M | 5 | |  |
| Master [120] en administration publique | ADPU2M | 5 | |  |
| Master [120] : ingénieur de gestion | INGM2M | 5 | |  |
| Master [120] en sciences de la motricité, orientation éducation physique | EDPH2M | 5 | |  |
| Master [120] en sciences de gestion | GEST2M | 5 | |  |
| Master [120] en communication multilingue | MULT2M | 5 | |  |
| Master [120] en sciences de gestion | GESM2M | 5 | |  |
| Master [120] : ingénieur de gestion | INGE2M | 5 | |  |
| Master [120] en droit | DROI2M | 5 | |  |