







3.00 credits

30.0 h

Q2

Teacher(s)	Gailly Benoît ;
Language :	English
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	Group work (50%) and oral exam (50%)
Teaching methods	Teaching sessions, testimonials and group presentations
Content	<ul style="list-style-type: none"> • The firm : definition and key characteristics • The business plan: objectives and key issues • The business opportunity : sources of innovation (push vs. pull) and introduction to intellectual property • The strategic positioning : resources, environment and purpose; target markets and competitive advantage • The business model: product/market and value chain • The organization: entrepreneurial behavior, size, governance and partnerships • The financials: valuation, key financials and funding
Inline resources	Slides available on Moodle
Bibliography	Magretta J. (2002) <i>What management is</i> . Free Press Gailly B. (2018) <i>Navigating Innovation</i> , Springer
Other infos	Classes taught in English both by the teacher and by an external professional
Faculty or entity in charge	EPL

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Mechanical Engineering	MECA2M	3		
Master [120] in Physical Engineering	FYAP2M	3		
Master [120] in Data Science Engineering	DATE2M	3		
Master [120] in Chemical and Materials Engineering	KIMA2M	3		
Master [120] in Electrical Engineering	ELEC2M	3		
Master [120] in Computer Science and Engineering	INFO2M	3		
Master [120] in Electro-mechanical Engineering	ELME2M	3		
Master [120] in Data Science: Information Technology	DATI2M	3		
Master [120] in Biomedical Engineering	GBIO2M	3		
Master [120] in Civil Engineering	GCE2M	3		
Master [120] in Chemistry and Bioindustries	BIRC2M	3		
Master [120] in Biochemistry and Molecular and Cell Biology	BBMC2M	3		
Master [120] in Computer Science	SINF2M	3		
Master [120] in Mathematical Engineering	MAP2M	3		