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| Teacher(s) | Kamp Bartholomeus ;Toney Bryan ; |
| Language : | English |
| Place of the course | Louvain-la-Neuve |
| Prerequisites | Good level of English and acquaintance with basics of business science and micro-economics. |
| Main themes | <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 |
| Learning outcomes | <p>At the end of this learning unit, the student is able to :</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> |
| Evaluation methods | <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> |
| Teaching methods | <p><u>Part Bryan Toney:</u></p> <ul style="list-style-type: none"> • <i>Interactive seminar</i> <p><u>Part Bart Kamp:</u></p> <ul style="list-style-type: none"> • <i>Lectures</i> • <i>Video case analyses</i> • <i>Text case analyses</i> |
| Content | <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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| Inline resources | <i>Provided through Moodle</i> |
| Bibliography | <p>Support de cours Fourni via Moodle</p> <p>Références bibliographiques recommandées, lectures conseillées : Fournies durant le cours via Moodle</p> |
| Faculty or entity in charge | CLSM |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [120] in Linguistics | LING2M | 5 | |  |
| Master [120] in Public Administration | ADPU2M | 5 | |  |
| Master [120] : Business Engineering | INGM2M | 5 | |  |
| Master [120] in Motor Skills: Physical Education | EDPH2M | 5 | |  |
| Master [120] in Management | GEST2M | 5 | |  |
| Master [120] in Multilingual Communication | MULT2M | 5 | |  |
| Master [120] in Management | GESM2M | 5 | |  |
| Master [120] : Business Engineering | INGE2M | 5 | |  |
| Master [120] in Law | DROI2M | 5 | |  |