

5.00 credits




30.0 h

Q2

Teacher(s)	Janssen Frank ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	Ideally in terms of competencies
Main themes	The importance of entrepreneurial ventures in Europe has been recognized since the 1980s. Moreover, recent changes in the European economy have created new opportunities for entrepreneurial initiatives. Entrepreneurs are today seen as the drivers of the market economy and their activities provide wealth, jobs and diversity of choice for consumers. However, most business school programs are still oriented towards existing and/or large traditional firms. The purpose of this course is to introduce students to the specificities of entrepreneurial ventures and to help them understand how these firms are created and managed.
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p><b>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</b></p> <ul style="list-style-type: none"> <li>• 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.3. Decide and act responsibly ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 3. A scientific and systematic approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3. Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 3.5. Produce, through analysis and diagnosis, implementable solutions' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 4.3. ' collaborate and actively drive forward collective actions for change' 5. Work effectively in an international and multicultural environment 5.1. Understand the inner workings of an organization ' 5.2. Position ... the functioning of an organization, in its ...socio-economic dimensions' 5.3. Understand and establish their own role and scope for action ' 6. Teamwork and leadership 6.1. Work in a team... 6.2. Exercise enlightened leadership skills' 7. Project management 7.1. Analyse a project within its environment and define the expected outcomes' 7.2. Organize, manage and control the process, ' 7.3. Make decisions and take responsibility for them in an uncertain world ' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 8.2. Interact and discuss effectively ' 8.3. Persuade and negotiate ' 9. Personal and professional development 9.1. Independent self-starter ' 9.2. Self-awareness and self-control ' 9.3. Self-motivation' 9.4. Quick study, lifelong learner '</li> </ul> <p><b>At the end of this course, the student will be able to:</b></p> <ul style="list-style-type: none"> <li>• - At the end of this course, the student is able to understand the importance of entrepreneurship for the European economy today. - At the end of this course, the student is able to understand the specificities of entrepreneurial ventures (economic, human, financial, legal, organisational, etc.). - At the end of this course, the student has developed entrepreneurial skills (extra or intra-preneurial). - At the end of this course, the student is able to manage a group project and to communicate and defend his/her point of view in front of an audience. - At the end of this course, the student is able to communicate to an audience.- At the end of this course, the student is able to work in teams.</li> </ul>
Evaluation methods	<p>This course will be assessed through an entrepreneurial project undertaken by teams of students (max 4 students per group). Those projects can either elaborate on a totally new business opportunity or explore a new opportunity for an existing start-up. Students will be asked to imagine an opportunity, to develop a plan of action to exploit it, and to test key hypotheses.</p> <p>The students are expected to deliver three outputs:</p> <ol style="list-style-type: none"> <li>1. Continued evaluation: course participation (10%) - in class case studies (40%)</li> <li>2. Oral presentation of the group project (25%)</li> <li>3. Written work on the group project (25%)</li> </ol>
Teaching methods	This course is based on an active project-based learning approach. It involves getting students (in teams) to develop a real-life project, which is nurtured by the learning of new concepts and methods from peers, the teacher, experts and guest speakers. This active pedagogy requires a constant and active presence in class.

<p>Content</p>	<p>I</p> <p>In this course, students will learn to deal with new business opportunities. By developing a real-life project, they will be able to identify the involved stakeholders, as well as determine their own role as entrepreneurs. As such, the course provides students with the opportunity to develop entrepreneurial competencies.</p> <p>The purpose of this course is to introduce students to the specificities of the entrepreneurial process and to help them understand how entrepreneurial projects are created and managed, especially in an international setting. It is organized around the following topics:</p> <ul style="list-style-type: none"> <li>- Basics of Entrepreneurship;</li> <li>- Importance of entrepreneurship</li> <li>- The entrepreneur</li> <li>- Specifics of entrepreneurial organizations</li> <li>- Business Planning.</li> </ul>
<p>Inline resources</p>	<p>Informations on Moodle</p>
<p>Faculty or entity in charge</p>	<p>CLSM</p>

**Programmes containing this learning unit (UE)**

Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		
Master [120] : Business Engineering	INGE2M	5		