



5.00 credits

30.0 h + 30.0 h

Q1 and Q2

Teacher(s)	Jacquemin Amélie ;
Language :	French
Place of the course	Mons
Learning outcomes	
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	Learning outcomes
Bachelor in Information and Communication	COMM1BA	5		
Bachelor in Management	GESM1BA	5		
Bachelor : Business Engineering	INGM1BA	5		