








5.00 credits	30.0 h	Q1
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Teacher(s)	Jacquemin Amélie ;Valentiny David (compensates Jacquemin Amélie) ;
Language :	French
Place of the course	Mons
Learning outcomes	
Bibliography	<p>Support de cours Slides de cours et portofolio de lectures</p> <p>Références bibliographiques recommandées, lectures conseillées :</p> <ul style="list-style-type: none"> • 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
Master [120] : Business Engineering	INGM2M	5		
Master [60] in Management	GESM2M1	5		
Master [120] in Management	GEST2M	5		
Master [120] in Business Management	GENT2M	5		
Master [120] in Management	GESM2M	5		
Master [120] in Public Administration	ADPM2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Communication	COMM2M	5		