30.0 h + 30.0 h

UCLouvain

2023

5.00 credits

llsms2081

Q2

Strategic Management of Start ups

Teacher(s)	Ferritto Alex (compensates Kamp Bartholomeus) ;Kamp Bartholomeus ;					
Language :	English					
Place of the course	Louvain-la-Neuve					
Prerequisites	Restricted access to INEO / LSM-INGE / LSM-DD / LSM-CEMS students					
Main themes	Starting up a wholly new business (opportunity identification, market segmentation/positioning/timing, marketing, managerial/group dynamics implications, resources/funding implications) Growing a new business (growth trajectories and styles, and their coping mechanisms) Internationalization of new / young businesses (foreign entry modes, born globals) Dealing with decline and exit dynamics of new / young businesses (interactions between start-ups and established, incumbent/big business, corporate venturing) Replacement of founders and succession of leadership at start-ups (growth cycle/stages, investment rounds and management renewal)					
Learning outcomes	At the end of this learning unit, the student is able to : • Assess the market readiness / potential of start-up value propositions • Assess the strengths and weaknesses of (management) teams behind start-ups • Assess the investment readiness of start-ups • Understand competitive dynamics (opportunities and threats) around start-ups and the markets they address • See through cultural and personal propensity for entrepreneurship according to start-up growth styles					
Evaluation methods	Evaluation continue /Continuous evaluation • Date: during or just after the course • Type of evaluation: Analyses of start-up cases (written and in video format) Judging of oral start-up pitches Group work (practicum) and presentation Open book exam at end of course to test students' ability to relate conceptual / theoretical insights from class, as well as own strategic thinking, to practical entrepreneurial situations. • Comments: - Semaine d'évaluation /Evaluation week • Oral: no • Unavailability or comments: no Session d'examens /Examination session • Oral: no • Oral: no • Unavailability or comments: no					
Teaching methods	 Lectures Exposure to start-up pitches Video material Text cases 					
Content	 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, growth management, strategic management, international business, and group dynamics. Similarly, it approaches crises and shocks ("critical incidents") as windows of opportunities for start-ups and as triggers for change and adjustments. 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. 					

Université catholique de Louvain - Strategic Management of Start ups - en-cours-2023-llsms2081

Bibliography	To be specified on Moodle
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)						
Program title	Acronym	Credits	Prerequisite	Learning outcomes		
Master [120] in Multilingual Communication	MULT2M	5		۹		
Master [120] in Management	GESM2M	5		٩		
Master [120] in Law	DROI2M	5		٩		
Master [120] in Linguistics	LING2M	5		٩		
Master [120] in Public Administration	ADPU2M	5		۹		
Master [120] : Business Engineering	INGE2M	5		۹		
Master [120] in Management	GEST2M	5		٩		
Master [120] : Business Engineering	INGM2M	5		۹		
Master [120] in Motor Skills: Physical Education	EDPH2M	5		٩		