



Faculty of Applied Sciences

CPME2102 main economic and managerial aspects

[15h+30h exercises] 3 credits

Teacher(s): Régis Coeurderoy
Language: French
Level: Second cycle

Aims

The objective is to initiate the students to the launch of a new product or service. It allies theory and practice

Main themes

Description of product / service
 Definition of its utility
 Technical description
 Market study
 Questionnaire
 Sampling
 Results exploitation
 Launching strategy
 Competitive analysis
 Market strategy
 Value chain organization
 Financial analysis
 Costs estimation
 Feasibility

Content and teaching methods

none

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

4. Method

The method will ally theory presentations and active class participation. Students will have to build a prototype of 10 pieces / components maximum (unit cost 25 euros max).

5. Evaluation

- Class participation
- 20-25 pages final report.

Other credits in programs

ELME21/M	Première année du programme conduisant au grade d'ingénieur (3 credits) civil électro-mécanicien (mécatronique)	
IAG21M/PM	Première année de maîtrise en sciences de gestion (Création d'entreprise) (3 credits)	Mandatory
INGE21/PM	Première Ingénieur de Gestion (Création d'entreprise) (3 credits)	Mandatory
MATR21	Première année du programme conduisant au grade d'ingénieur (3 credits) civil en science des matériaux	
MECA21	Première année du programme conduisant au grade d'ingénieur (3 credits) civil mécanicien	