

## Faculty of Applied Sciences



### CPME2301 Key steps in firm creation

[30h] 3 credits

**Teacher(s):** Frank Janssen  
**Language:** French  
**Level:** Second cycle

#### Aims

The course's objective is to :

- understand the business plan methodology
- apply these concepts to the students' thesis.

#### Main themes

The first part of the course will focus on :

- Information gathering
- Market study
- Marketing plan
- Operations plan
- HR planning
- Legal planning
- Financial plan

The second part of the course will be devoted to the analysis of the students' projects. Each group will present its project and its stage of completion. These presentations will be the object of class discussions. Students will have to turn in periodical written report centered on the encountered problems and on the way these have been solved.

#### Content and teaching methods

The first part of the course will focus on :

- Information gathering
- Market study
- Marketing plan
- Operations plan
- HR planning
- Legal planning
- Financial plan

The second part of the course will be devoted to the analysis of the students' projects. Each group will present its project and its stage of completion. These presentations will be the object of class discussions. Students will have to turn in periodical written report centered on the encountered problems and on the way these have been solved.

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

##### Method

The teaching method will be interactive

##### Evaluation

- Class participation
- Periodical reports
- Final presentation

**Other credits in programs**

<b>DROI23</b>	Troisième licence en droit		
<b>ELME23/E</b>	Troisième année du programme conduisant au grade d'ingénieur civil électro-mécanicien (énergie)	(3 credits)	
<b>ELME23/M</b>	Troisième année du programme conduisant au grade d'ingénieur civil électro-mécanicien (mécatronique)	(3 credits)	
<b>IAG23M/PM</b>	Troisième année de maîtrise en sciences de gestion (Création d'entreprise)	(3 credits)	Mandatory
<b>INGE23/PM</b>	Troisième Ingénieur de gestion (Création d'entreprise)	(4 credits)	Mandatory
<b>MAP23</b>	Troisième année du programme conduisant au grade d'ingénieur civil en mathématiques appliquées	(3 credits)	
<b>MECA23</b>	Troisième année du programme conduisant au grade d'ingénieur civil mécanicien	(3 credits)	