

Faculty of Applied Sciences



CPME2202 Entrepreneurship case studies

[45h] 4 credits

Teacher(s): Benoît Gailly, Frank Janssen
Language: French
Level: Second cycle

Aims

The objective of the course is to :

- analyze entrepreneurship, firm creation and development concepts in details
- to confront the students to a new venture creation process through computer simulation ("business game")

Main themes

The first part of the course will concentrate on the following aspects :

- Creativity development
- Loans and firm creation
- Business angels
- Venture capital
- Venture creation and human resources
- IT and IS in new ventures
- Balanced scorecards in new ventures

During the second part of the course, students will participate to an international "business game" simulating the different steps of firm creation and making them take all the related strategic decisions. This simulation will require them to apply the theoretical aspects learnt before. Students will work in groups, preferably with US students with whom they will interact by means of videoconferences and webcams. Each group will present its strategic decisions weekly.

Content and teaching methods

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

Method

The method will be based on lectures, conferences and the participation to the business game.

Evaluation

- Participation to lectures and conferences
- Business game on firm creation

Other credits in programs

ELME22/M	Deuxième année du programme conduisant au grade d'ingénieur civil électro-mécanicien (mécatronique)	(4 credits)	
IAG22M/PM	Deuxième année de maîtrise en sciences de gestion (Création d'entreprise)	(4 credits)	Mandatory
INGE22/PM	Deuxième Ingénieur de gestion (Création d'entreprise)	(5 credits)	Mandatory
MATR22	Deuxième année du programme conduisant au grade d'ingénieur civil en science des matériaux	(4 credits)	
MECA22	Deuxième année du programme conduisant au grade d'ingénieur civil mécanicien	(4 credits)	