

## Faculty of Applied Sciences



### CPME2102 main economic and managerial aspects

[15h+30h exercises] 3 credits

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.