

## Faculty of Applied Sciences



### CPME2201 Management and development of the new firm

[60h] 4 credits

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

#### Aims

The objective of the course is to :

- allow the students to understand the economic importance of entrepreneurship and its economic, human, financial and organizational specificities
- Develop their entrepreneurial skills

#### Main themes

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

- The concept of entrepreneurship
- Its economic importance
- Entrepreneurial processes and strategies
- Entrepreneurial finance
- Entrepreneurship and innovation
- Growth

The second part will consist of an analysis of firms that are representative of the theoretical aspects. These " case studies " will be done by groups consisting of three students coming from different faculties. Students will have to contact an entrepreneur, analyze his/her firm and present their analysis in presence of the entrepreneur.

#### 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 and on real-life case studies. During the presentations, students will have the opportunity to interact with many different entrepreneurs.

##### Evaluation

- Class participation
- Presentation of a case study with the entrepreneur
- Interdisciplinary written report

**Other credits in programs**

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