









Teacher(s)	Ferritto Alex (compensates Kamp Bartholomeus) ;Kamp Bartholomeus ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	Restricted access to INEO / LSM-INGE / LSM-DD / LSM-CEMS students
Main themes	<p>Starting up a wholly new business (opportunity identification, market segmentation/positioning/timing, marketing, managerial/group dynamics implications, resources/funding implications)</p> <p>Growing a new business (growth trajectories and styles, and their coping mechanisms)</p> <p>Internationalization of new / young businesses (foreign entry modes, born globals)</p> <p>Dealing with decline and exit dynamics of new / young businesses (interactions between start-ups and established/incumbent/big business, corporate venturing)</p> <p>Replacement of founders and succession of leadership at start-ups (growth cycle/stages, investment rounds and management renewal)</p>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <ul style="list-style-type: none"> <li>• Assess the market readiness / potential of start-up value propositions</li> <li>• Assess the strengths and weaknesses of (management) teams behind start-ups</li> <li>• Assess the investment readiness of start-ups</li> <li>• Understand competitive dynamics (opportunities and threats) around start-ups and the markets they address</li> <li>• See through cultural and personal propensity for entrepreneurship according to start-up growth styles</li> </ul>
Evaluation methods	<p><b>Evaluation continue /Continuous evaluation</b></p> <ul style="list-style-type: none"> <li>• Date: during or just after the course</li> <li>• Type of evaluation:</li> </ul> <p>Analyses of start-up cases (written and in video format)</p> <p>Judging of oral start-up pitches</p> <p>Group work (practicum) and presentation</p> <p>Open book exam at end of course to test students' ability to relate conceptual / theoretical insights from class, as well as own strategic thinking, to practical entrepreneurial situations.</p> <ul style="list-style-type: none"> <li>• Comments: -</li> </ul> <p><b>Semaine d'évaluation /Evaluation week</b></p> <ul style="list-style-type: none"> <li>• Oral: no</li> <li>• Written: no</li> <li>• Unavailability or comments: no</li> </ul> <p><b>Session d'examens /Examination session</b></p> <ul style="list-style-type: none"> <li>• Oral: no</li> <li>• Written: no</li> <li>• Unavailability or comments: no</li> </ul>
Teaching methods	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Exposure to start-up pitches</li> <li>• Video material</li> <li>• Text cases</li> </ul>
Content	<p>The course concentrates on the specificities of start-ups, young SMEs and born globals and the role of entrepreneurship and strategy for such businesses.</p> <p>It builds on entrepreneurship theories, growth management, strategic management, international business, and group dynamics.</p> <p>Similarly, it approaches crises and shocks ("critical incidents") as windows of opportunities for start-ups and as triggers for change and adjustments.</p> <p>It refers both to the start-up phase of SMEs, and to subsequent phases of the business life cycle: on how to manage and implement a sustained growth strategy (including the expansion to foreign/global markets) and on how to avoid decline or disappearance of a business.</p>

Bibliography	To be specified on Moodle
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Management	GESM2M	5		
Master [120] in Law	DROI2M	5		
Master [120] in Linguistics	LING2M	5		
Master [120] in Public Administration	ADPU2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Motor Skills: Physical Education	EDPH2M	5		