









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>At the end of this learning unit, the student is able to :</p> <ul style="list-style-type: none"> • Assess the market readiness / potential of start-up value propositions • Assess the strengths and weaknesses of (management) teams behind start-ups • Assess the investment readiness of start-ups • Understand competitive dynamics (opportunities and threats) around start-ups and the markets they address • See through cultural and personal propensity for entrepreneurship according to start-up growth styles
Evaluation methods	<p>Evaluation continue /Continuous evaluation</p> <ul style="list-style-type: none"> • Date: during or just after the course • Type of evaluation: <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"> • Comments: - <p>Semaine d'évaluation /Evaluation week</p> <ul style="list-style-type: none"> • Oral: no • Written: no • Unavailability or comments: no <p>Session d'examens /Examination session</p> <ul style="list-style-type: none"> • Oral: no • Written: no • Unavailability or comments: no
Teaching methods	<ul style="list-style-type: none"> • Lectures • Exposure to start-up pitches • Video material • Text cases
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		