

5.00 crédits

30.0 h

Q1

Enseignants	Jacquemin Amélie ;
Langue d'enseignement	Anglais > Facilités pour suivre le cours en français
Lieu du cours	Mons
Thèmes abordés	<ul style="list-style-type: none"> <li>• Entrepreneurship in action;</li> <li>• Change-making;</li> <li>• Sustainable innovation;</li> <li>• Green transition;</li> <li>• Critical thinking;</li> <li>• Business modelling;</li> <li>• Entrepreneurial mindset;</li> <li>• Art of pitching</li> </ul>
Acquis d'apprentissage	<p><b>A la fin de cette unité d'enseignement, l'étudiant est capable de :</b></p> <p><b>At the end of this learning unit, the <u>UCLouvain</u> student is able to :</b></p> <p><u>Competencies</u></p> <p>Given the « competencies referential » linked to the LSM Master in Management and in Business Engineering, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> <li>• 1. Corporate citizenship <ul style="list-style-type: none"> <li>• 1.3 Decide and act responsibly, while taking into account the social, economic and environmental, sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders.</li> </ul> </li> <li>• 2. Knowledge and Reasoning <ul style="list-style-type: none"> <li>• 2.4 Activate and apply the acquired knowledge accordingly to solve a problem.</li> </ul> </li> <li>• 3. A scientific and systematic approach <ul style="list-style-type: none"> <li>• 3.3 Consider problems using a systemic and holistic approach: recognize the different aspects of the situation and their interactions in a dynamic process.</li> </ul> </li> <li>• 4. Innovation and Entrepreneurship <ul style="list-style-type: none"> <li>• 4.1. Identify new opportunities, propose creative and useful ideas in situations that require new strategic approaches, break with existing models and paradigms, promote progress and change.</li> <li>• 4.2 Initiate, develop and implement ideas around a new product, service, process or organizational structure, having evaluated the risks and remain pragmatic.</li> <li>• 4.3 Integrate, collaborate and actively drive forward collective actions for change, and diffuse for social awareness</li> <li>• 4.4 Reflect on and improve the content, processes and goals of professional practices.</li> </ul> </li> <li>1 • 6. Teamwork and leadership <ul style="list-style-type: none"> <li>• 6.1 Work in a team: join in and collaborate with team members. Be open and take into consideration the different points of view and ways of thinking, manage differences and conflicts constructively, accept diversity.</li> </ul> </li> <li>• 7. Project Management <ul style="list-style-type: none"> <li>• 7.1 Analyse a project within its environment and define the expected outcomes: identify what is at stake, the required outcomes and the environmental constraints; clearly define the project objectives and associate the performance indicators.</li> <li>• 7.2 Organize, manage and control the process: structure and schedule the tasks, identify and allocate human and material resources, coordinate, delegate and supervise the tasks; take into account the anticipated constraints and risks.</li> </ul> </li> <li>• 8. Communication and Interpersonal Skills <ul style="list-style-type: none"> <li>• 8.1 Express a clear and structured message, both orally and in writing in their mother tongue, in English and ideally, in a third language, adapted to the audience and using context specific communication standards.</li> <li>• 8.2 Interact and discuss effectively and respectfully with diverse stakeholders (supervisors, peers, colleagues, clients... ) in face-to-face and group contexts, using both verbal and nonverbal communication skills: demonstrate the ability to listen, empathize, be assertive, provide and accept constructive criticism.</li> </ul> </li> </ul> <p><u>Learning outcomes</u></p> <p>At the end of the course, the student is able to:</p>

- Identify and critically evaluate sustainable innovation issues within various environments, utilizing a wide range of techniques, concepts and models
- Come up with and present innovative solutions and apply competitive strategies using an entrepreneurial mindset
- Design the full business model of their solutions using canvas that integrate all the dimensions and challenges of sustainability
- Demonstrate an understanding of possible uses of new and emerging technologies in sustained innovation
- Demonstrate an understanding of the special challenges in the implementation of sustainable solutions in healthcare
- Demonstrate an understanding of the modern artificial intelligent solutions taking sustainable challenges into account
- Promote and facilitate the adoption and maintenance of the strong sustainable change maker orientation with measurable sustainability metrics: SDGs (UN sustainable development goals), TBL (Triple Bottom Line), and ESGs (Environmental, social, and corporate governance)
- Summarize various strands of sustainable innovation knowledge and skills in developing an effective business solution with case solving methodology
- Design and perform an efficient business pitch
- Work in international and multidisciplinary teams
- Developing and leading creativity processes
- Identify and understand the critical elements for launching an entrepreneurial project
- Act entrepreneurially in a professional context

**At the end of this learning unit, the Circle U. student is able to :**

#### Competencies

Given the « competencies referential » linked to the LSM Master in Management and in Business Engineering, this course mainly develops the following competencies:








- 1. Corporate citizenship
  - 1.3 Decide and act responsibly, while taking into account the social, economic and environmental, sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders.
- 2. Knowledge and Reasoning
  - 2.4 Activate and apply the acquired knowledge accordingly to solve a problem.
- 3. A scientific and systematic approach
  - 3.3 Consider problems using a systemic and holistic approach: recognize the different aspects of the situation and their interactions in a dynamic process.
- 4. Innovation and Entrepreneurship
  - 4.1. Identify new opportunities, propose creative and useful ideas in situations that require new strategic approaches, break with existing models and paradigms, promote progress and change.
  - 4.2 Initiate, develop and implement ideas around a new product, service, process or organizational structure, having evaluated the risks and remain pragmatic.
  - 4.3 Integrate, collaborate and actively drive forward collective actions for change, and diffuse for social awareness.
- 6. Teamwork and leadership
  - 6.1 Work in a team: join in and collaborate with team members. Be open and take into consideration the different points of view and ways of thinking, manage differences and conflicts constructively, accept diversity.
- 7. Project Management
  - 7.1 Analyse a project within its environment and define the expected outcomes: identify what is at stake, the required outcomes and the environmental constraints; clearly define the project objectives and associate the performance indicators.
  - 7.2 Organize, manage and control the process: structure and schedule the tasks, identify and allocate human and material resources, coordinate, delegate and supervise the tasks; take into account the anticipated constraints and risks.
- 8. Communication and Interpersonal Skills
  - 8.1 Express a clear and structured message, both orally and in writing in their mother tongue, in English and ideally, in a third language, adapted to the audience and using context specific communication standards.
  - 8.2 Interact and discuss effectively and respectfully with diverse stakeholders (supervisors, peers, colleagues, clients... ) in face-to-face and group contexts, using both verbal and nonverbal communication skills: demonstrate the ability to listen, empathize, be assertive, provide and accept constructive criticism.

#### Learning outcomes

At the end of the course, the student is able to:

- Identify and critically evaluate sustainable innovation issues within various environments, utilizing a wide range of techniques, concepts and models
- Come up with and present innovative solutions and apply competitive strategies using an entrepreneurial mindset
- Design the full business model of their solutions using canvas that integrate all the dimensions and challenges of sustainability

	<ul style="list-style-type: none"> <li>• Demonstrate an understanding of possible uses of new and emerging technologies in sustained innovation</li> <li>• Demonstrate an understanding of the special challenges in the implementation of sustainable solutions in healthcare</li> <li>• Demonstrate an understanding of the modern artificial intelligent solutions taking sustainable challenges into account</li> <li>• Promote and facilitate the adoption and maintenance of the strong sustainable change maker orientation with measurable sustainability metrics: SDGs (UN sustainable development goals), TBL (Triple Bottom Line), and ESGs (Environmental, social, and corporate governance)</li> <li>• Summarize various strands of sustainable innovation knowledge and skills in developing an effective business solution with case solving methodology</li> <li>• Design and perform an efficient business pitch</li> <li>• Work in international and multidisciplinary teams</li> </ul>
Modes d'évaluation des acquis des étudiants	To be finalized.
Méthodes d'enseignement	Combination of literature search, introductory videos, webinar lectures, and study groups (online) and a final five-day event at UCLouvain (workshops, groups work and projects presentation).
Contenu	The aim of this course is to equip students to become entrepreneurial change-makers. More specifically, we train the students to include sustainability and the green transition into the development of entrepreneurial projects. This includes measurable sustainable metrics. The students will be learning relevant tools while working in multidisciplinary and international teams. Using critical thinking approach and the flipped classroom method, students learn more specifically to identify and critically evaluate sustainable innovation issues within various scenarios, utilizing a wide range of techniques, concepts and models, and then come up with and present innovative solutions and a full business model using an entrepreneurial mindset.
Bibliographie	<p><b>Course material</b> Slides, scientific articles, introductory videos</p> <p><b>Recommended readings</b></p> <ul style="list-style-type: none"> <li>• Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Business.</li> <li>• Osterwalder, A., &amp; Pigneur, Y. (2010). Business model generation. John Wiley &amp; Sons.</li> <li>• <a href="https://flourishingbusiness.org/flourishing-business-canvas/">https://flourishingbusiness.org/flourishing-business-canvas/</a></li> </ul>
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GESM2M	5		
Master [60] en sciences de gestion	GESM2M1	5		
Master [120] en gestion de l'entreprise	GENT2M	5		
Master [120] : ingénieur de gestion	INGE2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en communication	COMM2M	5		
Master [120] : ingénieur de gestion	INGM2M	5		
Master [120] en sciences de gestion (en alternance)	GESA2M	5		