








5 credits

30.0 h

Q1

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|-----------------------------|--|
| Teacher(s) | Jacquemin Amélie ; |
| Language : | French |
| Place of the course | Mons |
| Aims | <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i> |
| Bibliography | <p>Support de cours Slides de cours et portfolio de lectures</p> <p>Références bibliographiques recommandées, lectures conseillées :</p> <ul style="list-style-type: none"> • Osterwaler, A, Pigneur, Y., Bernarda, G., Smith, A. (2015), La méthode Value Proposition Design, Pearson France. • Racquez, S. (2014), Business model creation. Le guide pratique du créateur d'entreprise, Editions Edi.pro : Liège. • Ries, E. (2012), Lean Startup. Adoptez l'innovation continue, Pearson France. |
| Faculty or entity in charge | CLSM |

| Programmes containing this learning unit (UE) | | | | |
|--|-------------------------|---------|--------------|---|
| Program title | Acronym | Credits | Prerequisite | Aims |
| Master [60] in Management | GESM2M1 | 5 | |  |
| Master [120] in Business Engineering | INGM2M | 5 | |  |
| Master [120] in Management | GEST2M | 5 | |  |
| Master [120] in Public Administration | ADPM2M | 5 | |  |
| Master [120] in Management | GESM2M | 5 | |  |
| Master [120] in Business Engineering | INGE2M | 5 | |  |
| Master [120] in Communication | COMM2M | 5 | |  |