








5 credits

30.0 h

Q1

Teacher(s)	Jacquemin Amélie ;Valentiny David (compensates 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 portofolio 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 [120] : Business Engineering	INGM2M	5		
Master [60] in Management	GESM2M1	5		
Master [120] in Management	GEST2M	5		
Master [120] in Business Management	GENT2M	5		
Master [120] in Management	GESM2M	5		
Master [120] in Public Administration	ADPM2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Communication	COMM2M	5		