








5.00 credits	30.0 h	Q1
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Teacher(s)	Jacquemin Amélie ;Valentiny David (compensates Jacquemin Amélie) ;
Language :	French
Place of the course	Mons
Main themes	Creativity; act entrepreneurially; project launch; risk-taking; critical constraints and resources.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>Competencies</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"> • 4.2 Initiate, develop and implement ideas around a new product, service, process or organizational structure, having evaluated the risks and remain pragmatic. • 4.4 Reflect on and improve the content, processes and goals of professional practices. • 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. • 7.1 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. • 7.3 Make decisions and take responsibility for them in an uncertain world: take initiatives and act, anticipate and be proactive, show discernment and good judgment and be prepared to make quick decisions, taking into account multiple factors and uncertainties; accept the risks and consequences of decisions. • 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-toface and group contexts, using both verbal and nonverbal communication skills: demonstrate the ability to listen, empathize, be assertive, provide and accept constructive criticism. <p>Learning Outcomes</p> <p>At the end of this learning unit, the student is able to:</p> <ul style="list-style-type: none"> • Work in a project team; • Imagine and animate creative processes; • Identify and understand the critical elements to be able to launch an entrepreneurial project; • Act in an entrepreneurial way in a professional context.
Bibliography	<p>Support de cours</p> <p>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), <i>La méthode Value Proposition Design</i>, Pearson France. • Racquez, S. (2014), <i>Business model creation. Le guide pratique du créateur d'entreprise</i>, Editions Edi.pro : Liège. • Ries, E. (2012), <i>Lean Startup. Adoptez l'innovation continue</i>, Pearson France. • Maurya A. (2012), <i>Running Lean</i>, 2nd Edition, O'Reilly Media, Inc.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Public Administration	ADPM2M	5		
Master [120] in Management	GESM2M	5		
Master [60] in Management	GESM2M1	5		
Master [120] in Business Management	GENT2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Communication	COMM2M	5		
Master [120] : Business Engineering	INGM2M	5		