

3.00 credits

30.0 h

Q2

Teacher(s)	Gailly Benoît ;	
Language :	English > French-friendly	
Place of the course	Louvain-la-Neuve	
Learning outcomes		
Evaluation methods	<p>Group work (50%) and oral exam (50%) - in person</p> <p><u>By submitting an assignment for evaluation:</u></p> <p>you assert that it accurately reflects the facts and to do so you need to have verified the facts, especially if they originate from generative AI resources;</p> <p>you assert that all your sources that go beyond <i>common knowledge</i> are suitably attributed. <i>Common knowledge</i> is what a knowledgeable reader can assess without requiring confirmation from a separate source;</p> <p>you assert that you have respected all specific requirements of your assigned work, in particular requirements for transparency and documentation of process, or have explained yourself where this was not possible.</p> <p>If any of these assertions are not true, whether by intent or negligence, you have violated your commitment to truth, and possibly other aspects of academic integrity. This constitutes academic misconduct.</p>	
Teaching methods	<p>Teaching sessions, testimonials and group presentations (in person)</p> <p>It is strongly advised no to take this class if regular attendance is not possible (due to schedule conflicts, etc). Participation to the testimonials and group presentations is compulsory.</p>	
Content	<ul style="list-style-type: none"> <li>• The firm : definition and key characteristics</li> <li>• Business planning: objectives and key issues</li> <li>• Business opportunities : sources of innovation and first mover advantage</li> <li>• Strategic positioning : resources, environment and purpose</li> <li>• Business models: product/market and value chain</li> <li>• Organizations: entrepreneurial behavior, size, governance and partnerships</li> <li>• Financials: valuation, key financials and funding</li> </ul>	
Inline resources	Slides available on Moodle	
Bibliography	<p>Magretta J. (2002) <i>What management is</i>. Free Press</p> <p>Gailly B. (2018) <i>Navigating Innovation</i>, Springer</p>	
Other infos	Classes taught in English both by the teacher and by an external professional	
Faculty or entity in charge	EPL	

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Chemical and Materials Engineering	<a href="#">KIMA2M</a>	3		
Master [120] in Biochemistry and Molecular and Cell Biology	<a href="#">BBMC2M</a>	3		
Master [120] in Civil Engineering	<a href="#">GCE2M</a>	3		
Master [120] in Biomedical Engineering	<a href="#">GBIO2M</a>	3		
Master [120] in Mechanical Engineering	<a href="#">MECA2M</a>	3		
Master [120] in Electrical Engineering	<a href="#">ELEC2M</a>	3		
Master [120] in Physical Engineering	<a href="#">FYAP2M</a>	3		
Master [120] in Chemistry and Bioindustries	<a href="#">BIRC2M</a>	3		
Master [120] in Computer Science and Engineering	<a href="#">INFO2M</a>	3		
Master [120] in Computer Science	<a href="#">SINF2M</a>	3		
Master [120] in Electro-mechanical Engineering	<a href="#">ELME2M</a>	3		
Master [120] in Mathematical Engineering	<a href="#">MAP2M</a>	3		
Master [60] in Computer Science	<a href="#">SINF2M1</a>	3		
Master [120] in Data Science Engineering	<a href="#">DATE2M</a>	3		
Master [120] in Data Science: Information Technology	<a href="#">DATI2M</a>	3		
Master [120] in Energy Engineering	<a href="#">NRGY2M</a>	3		