

3.00 credits	30.0 h	Q2
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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>Use of content generation tools ("generative" artificial intelligence: Chatgpt & co)</p> <p>Except when specifically authorized, the use of content generation tools should be limited to suggesting preliminary ideas (similar to using a search engine) or improving wording (similar to using a spell checker). If any part of the work is not an original contribution by the student(s), it should be clearly communicated using adequate referencing.</p> <p>In particular, by submitting an assignment for evaluation, you assert the following:</p> <p>The assignment accurately reflects the facts and you have verified those facts, especially if they originate from generative AI resources;</p> <p>All your sources beyond <i>common knowledge</i> are properly attributed. <i>Common knowledge</i> is what a knowledgeable reader can assess without requiring confirmation from a separate source;</p> <p>You have adhered to 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).</p> <p>Participation to the testimonials and group presentations is compulsory.</p>	
Content	<ul style="list-style-type: none"> • The firm : definition and key characteristics • Business planning: objectives and key issues • Business opportunities : sources of innovation and first mover advantage • Strategic positioning : resources, environment and purpose • Business models: product/market and value chain • Organizations: entrepreneurial behavior, size, governance and partnerships • Financials: valuation, key financials and funding 	
Inline resources	Slides available on Moodle	
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	KIMA2M	3		
Master [120] in Biochemistry and Molecular and Cell Biology	BBMC2M	3		
Master [120] in Civil Engineering	GCE2M	3		
Master [120] in Biomedical Engineering	GBIO2M	3		
Master [120] in Mechanical Engineering	MECA2M	3		
Master [120] in Electrical Engineering	ELEC2M	3		
Master [120] in Physical Engineering	FYAP2M	3		
Master [120] in Chemistry and Bioindustries	BIRC2M	3		
Master [120] in Computer Science and Engineering	INFO2M	3		
Master [120] in Computer Science	SINF2M	3		
Master [120] in Electro-mechanical Engineering	ELME2M	3		
Master [120] in Mathematical Engineering	MAP2M	3		
Master [60] in Computer Science	SINF2M1	3		
Master [120] in Data Science Engineering	DATE2M	3		
Master [120] in Data Science: Information Technology	DATI2M	3		
Master [120] in Energy Engineering	NRGY2M	3		