


5.00 credits

30.0 h

Q2

Teacher(s)	Colin Karl ;Wuillaume Amélie ;
Language :	French
Place of the course	Mons
Main themes	The objective of the course is to provide the financial and managerial basics necessary to manage SMEs rather than large companies.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>At the end of this class, students will be able to :</p> <ul style="list-style-type: none"> - Identify the managerial needs of SMEs - Identify useful resources to launch and manage an entrepreneurial project. - Position themselves in relation to this career path and its required skills in management
Bibliography	<p>Demil, B., Lecocq, X., Warnier, V. (2013), <i>Stratégie et Business Models</i>, Pearson Education France.</p> <p>Enggasser, G. (2015), <i>Comment piloter votre TPE</i>, Editions Dunod : Paris.</p> <p>Kalousis, G. (2013), <i>Bien gérer sa PME. Les clés de la pérennité et de la croissance</i>, Editions Dunod : Paris</p> <p>Kaufman, J. (2013), <i>Le Personal MBA</i>, Editions Leduc.S : Paris.</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [60] in Management (shift schedule)	GEHM2M1	5		
Master [120] in Management (shift schedule)	GEHM2M	5		