


4.00 credits

30.0 h + 30.0 h

Q1 and Q2

Teacher(s)	Jacquemin Amélie ;
Language :	French
Place of the course	Mons
Main themes	<p>This course has three main objectives:</p> <ul style="list-style-type: none"> • Make students aware of the business spirit in general, and more specifically, of entrepreneurship as a potential choice of professional project; • Carry out, in teams, a project that integrates the different disciplines of the bachelor's program in management and which is part of societal changes and transitions (digitalization, circular economy, social entrepreneurship, etc.); • Confront students with the business world and, more particularly, with the point of view of professionals on the projects they will have developed through the course. <p>The course is more specifically built around entrepreneurial skills from the EntreComp European standard (https://ec.europa.eu/jrc/en/entrecomp) to be activated to develop the project.</p>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>Given the « competencies referential » linked to the LSM Bachelor in Management and Business Engineering, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> • 4.1. Identify opportunities for innovation and be creative in putting forward useful and original ideas. • 5.3. Combine different areas of knowledge (apply concepts from different fields and compare different rationales for action) to understand a concrete problem of a company or organisation of limited size and complexity. • now and understand the principles of collaborative learning. • 6.2. Recognize and take into account the different points of view of team members. • 7.1. Organise the process: working as a team, and with consideration for the pre-defined objectives, plan and develop all the stages of a project and commit to it collectively, having allocated the tasks. • 7.2. Share information and expertise to help progress the project and contribute to the team's success with a view to effectively achieving the objective set. • 8.1. With the target audience in mind, communicate information, ideas, solutions and conclusions with written and oral fluency and in a clear, structured and well-argued manner. • 8.3. Engage effectively and respectfully with peers and teachers, demonstrating listening skills, empathy and assertiveness. • 9.3. Self-motivation: design your own training plan and define its direction in line with your own values and aspirations. • 9.5. Independently assimilate new knowledge and skills to enable you to solve concrete, well-defined management problems. <p>At the end of the class, the student will be able to:</p> <ul style="list-style-type: none"> • understand what the entrepreneurial approach entails; • imagine an entrepreneurial project (ideation and creativity) to act as a responsible actor in a world in transition (vision, values); • present his project in order to convince of its interest, obtain resources and arouse commitment (pitching); • test an entrepreneurial project (experiments, lean startup method); • analyse the operational implementation of an entrepreneurial project (business planning) including in terms of its financing and economic viability (financial literacy).
Bibliography	<p>Lectures conseillées et boîte à outils :</p> <p>Osterwaler, A, Pigneur, Y., Bernarda, G., Smith, A. (2015), <i>La méthode Value Proposition Design</i>, Pearson France.</p> <p>Ries, E. (2012), <i>Lean Startup. Adoptez l'innovation continue</i>, Pearson France.</p> <p>Réalisez des changements avec le Circulab toolbox: outils et compétences de conception - Circulab</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor : Business Engineering	INGM1BA	4		
Bachelor in Management	GESM1BA	4		