








5.00 credits	30.0 h	Q1
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Teacher(s)	Hermans Julie ;Valentiny David (compensates Hermans Julie) ;
Language :	French
Place of the course	Mons
Main themes	<p>New technologies, particularly information and communications, occupy a prominent place in entrepreneurship projects (creation of new activities). Two main dynamics are targeted: technologies at the service of the entrepreneurship project; technologies at the heart of the entrepreneurship project. This learning unit makes it possible to study the issues and facets:</p> <ul style="list-style-type: none"> • Exploration of the technological dynamics in which entrepreneurship projects are inserted; • Exploration of business models focused on ICT and new Internet professions; • Tools to develop a corporate digital identity and mobilize social networks; • Introduction to E-marketing techniques and customer audience management; • Protection of intellectual property in a digital world.
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"> • 2.4 Activate and apply the acquired knowledge accordingly to solve a problem. • 3.1 Conduct a clear, structured, analytical reasoning by applying, and eventually adapting, scientifically based conceptual frameworks and models, to define and analyze a problem. • 3.3 Consider problems using a systemic and holistic approach: recognize the different aspects of the situation and their interactions in a dynamic process. • 3.4 Perceptively synthesize the essential elements of a situation, demonstrating a certain conceptual distance, to diagnose and identify pertinent conclusions. • 3.5 Produce, through analysis and diagnosis, implementable solutions in context and identify priorities for action. • 4.4 Reflect on and improve the content, processes and goals of professional practices. 1 • 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-to-face 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"> • Situate his projects in changing markets and technological trajectories; • Explore and develop business models focused on ICT and new Internet professions; • Develop a corporate digital identity; • Mobilize E-marketing techniques; • Understand the company's intellectual property protection tools.
Bibliography	<p>Support de cours : Slides de cours et portfolio de lectures disponibles sur student corner</p> <p>Références bibliographiques recommandées, lectures conseillées :</p> <ul style="list-style-type: none"> • Commission Européenne (2015), Rapport sur « La transformation digitale des entreprises et industries européennes » (voir http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8189&lang=fr)
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
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		
Master [120] in Management (with work-linked-training)	GESA2M	5		