

The version you're consulting is not final. This course description may change. The final version will be published on 1st June.

5.00 credits	30.0 h	Q1
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Teacher(s)	Jacquemin Amélie ;
Language :	English > French-friendly
Place of the course	Mons
Main themes	<ul style="list-style-type: none"> <li>• Entrepreneurship in action;</li> <li>• Change-making;</li> <li>• Sustainable innovation;</li> <li>• Green transition;</li> <li>• Critical thinking;</li> <li>• Business modelling;</li> <li>• Entrepreneurial mindset;</li> <li>• Art of pitching</li> </ul>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p><b>At the end of this learning unit, the <u>UCLouvain student</u> is able to :</b></p> <p><u>Competencies</u></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"> <li>• 1. Corporate citizenship             <ul style="list-style-type: none"> <li>• 1.3 Decide and act responsibly, while taking into account the social, economic and environmental, sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders.</li> </ul> </li> <li>• 2. Knowledge and Reasoning             <ul style="list-style-type: none"> <li>• 2.4 Activate and apply the acquired knowledge accordingly to solve a problem.</li> </ul> </li> <li>• 3. A scientific and systematic approach             <ul style="list-style-type: none"> <li>• 3.3 Consider problems using a systemic and holistic approach: recognize the different aspects of the situation and their interactions in a dynamic process.</li> </ul> </li> <li>• 4. Innovation ad Entrepreneurship             <ul style="list-style-type: none"> <li>• 4.1. Identify new opportunities, propose creative and useful ideas in situations that require new strategic approaches, break with existing models and paradigms, promote progress and change.</li> <li>• 4.2 Initiate, develop and implement ideas around a new product, service, process or organizational structure, having evaluated the risks and remain pragmatic.</li> <li>• 4.3 Integrate, collaborate and actively drive forward collective actions for change, and diffuse for social awareness</li> <li>• 4.4 Reflect on and improve the content, processes and goals of professional practices.</li> </ul> </li> <li>• 6. Teamwork and leadership             <ul style="list-style-type: none"> <li>• 6.1 Work in a team: join in and collaborate with team members. Be open and take into consideration the different points of view and ways of thinking, manage differences and conflicts constructively, accept diversity.</li> </ul> </li> <li>• 7. Project Management             <ul style="list-style-type: none"> <li>• 7.1 Analyse a project within its environment and define the expected outcomes: identify what is at stake, the required outcomes and the environmental constraints; clearly define the project objectives and associate the performance indicators.</li> <li>• 7.2 Organize, manage and control the process: structure and schedule the tasks, identify and allocate human and material resources, coordinate, delegate and supervise the tasks; take into account the anticipated constraints and risks.</li> </ul> </li> <li>• 8. Communication and Interpersonal Skills             <ul style="list-style-type: none"> <li>• 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.</li> <li>• 8.2 Interact and discuss effectively and respectfully with diverse stakeholders (supervisors, peers, colleagues, clients... ) in face-toface and group contexts, using both verbal and nonverbal communication skills: demonstrate the ability to listen, empathize, be assertive, provide and accept constructive criticism.</li> </ul> </li> </ul>

Learning outcomes

At the end of the course, the student is able to:

- Identify and critically evaluate sustainable innovation issues within various environments, utilizing a wide range of techniques, concepts and models
- Come up with and present innovative solutions and apply competitive strategies using an entrepreneurial mindset
- Design the full business model of their solutions using canvas that integrate all the dimensions and challenges of sustainability
- Demonstrate an understanding of possible uses of new and emerging technologies in sustained innovation
- Demonstrate an understanding of the special challenges in the implementation of sustainable solutions in healthcare
- Demonstrate an understanding of the modern artificial intelligent solutions taking sustainable challenges into account
- Promote and facilitate the adoption and maintenance of the strong sustainable change maker orientation with measurable sustainability metrics: SDGs (UN sustainable development goals), TBL (Triple Bottom Line), and ESGs (Environmental, social, and corporate governance)
- Summarize various strands of sustainable innovation knowledge and skills in developing an effective business solution with case solving methodology
- Design and perform an efficient business pitch
- Work in international and multidisciplinary teams
- Developing and leading creativity processes
- Identify and understand the critical elements for launching an entrepreneurial project
- Act entrepreneurially in a professional context

**At the end of this learning unit, the Circle U. student is able to :**

Competencies

Given the « competencies referential » linked to the LSM Master in Management and in Business Engineering, this course mainly develops the following competencies:








- 1. Corporate citizenship
  - 1.3 Decide and act responsibly, while taking into account the social, economic and environmental, sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders.
- 2. Knowledge and Reasoning
  - 2.4 Activate and apply the acquired knowledge accordingly to solve a problem.
- 3. A scientific and systematic approach
  - 3.3 Consider problems using a systemic and holistic approach: recognize the different aspects of the situation and their interactions in a dynamic process.
- 4. Innovation and Entrepreneurship
  - 4.1. Identify new opportunities, propose creative and useful ideas in situations that require new strategic approaches, break with existing models and paradigms, promote progress and change.
  - 4.2 Initiate, develop and implement ideas around a new product, service, process or organizational structure, having evaluated the risks and remain pragmatic.
  - 4.3 Integrate, collaborate and actively drive forward collective actions for change, and diffuse for social awareness.
- 6. Teamwork and leadership
  - 6.1 Work in a team: join in and collaborate with team members. Be open and take into consideration the different points of view and ways of thinking, manage differences and conflicts constructively, accept diversity.
- 7. Project Management
  - 7.1 Analyse a project within its environment and define the expected outcomes: identify what is at stake, the required outcomes and the environmental constraints; clearly define the project objectives and associate the performance indicators.
  - 7.2 Organize, manage and control the process: structure and schedule the tasks, identify and allocate human and material resources, coordinate, delegate and supervise the tasks; take into account the anticipated constraints and risks.
- 8. Communication and Interpersonal Skills
  - 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.

Learning outcomes

At the end of the course, the student is able to:

- Identify and critically evaluate sustainable innovation issues within various environments, utilizing a wide range of techniques, concepts and models

	<ul style="list-style-type: none"> <li>• Come up with and present innovative solutions and apply competitive strategies using an entrepreneurial mindset</li> <li>• Design the full business model of their solutions using canvas that integrate all the dimensions and challenges of sustainability</li> <li>• Demonstrate an understanding of possible uses of new and emerging technologies in sustained innovation</li> <li>• Demonstrate an understanding of the special challenges in the implementation of sustainable solutions in healthcare</li> <li>• Demonstrate an understanding of the modern artificial intelligent solutions taking sustainable challenges into account</li> <li>• Promote and facilitate the adoption and maintenance of the strong sustainable change maker orientation with measurable sustainability metrics: SDGs (UN sustainable development goals), TBL (Triple Bottom Line), and ESGs (Environmental, social, and corporate governance)</li> <li>• Summarize various strands of sustainable innovation knowledge and skills in developing an effective business solution with case solving methodology</li> <li>• Design and perform an efficient business pitch</li> <li>• Work in international and multidisciplinary teams</li> </ul>
Evaluation methods	<p>For 30% of the final grade: evaluation of group participation in online sessions and group deliverables associated with these online sessions (webinars)</p> <p>For 20% of the final grade: evaluation of an individual entrepreneurial mission to be carried out during the final event at UCLouvain</p> <p>For 50% of the final grade: assessment of the final project presented at UCLouvain (several group deliverables and final pitch in front of the jury)</p>
Teaching methods	Combination of literature search, introductory videos, webinar lectures, and study groups (online) and a final five-day event at UCLouvain (workshops, groups work and projects presentation).
Content	The aim of this course is to equip students to become entrepreneurial change-makers. More specifically, we train the students to include sustainability and the green transition into the development of entrepreneurial projects. This includes measurable sustainable metrics. The students will be learning relevant tools while working in multidisciplinary and international teams. Using critical thinking approach and the flipped classroom method, students learn more specifically to identify and critically evaluate sustainable innovation issues within various scenarios, utilizing a wide range of techniques, concepts and models, and then come up with and present innovative solutions and a full business model using an entrepreneurial mindset.
Bibliography	<p><b>Course material</b> Slides, scientific articles, introductory videos</p> <p><b>Recommended readings</b></p> <ul style="list-style-type: none"> <li>• G. de Jong , N. Faber, E. Folmer , T. Long , &amp; B. Ünal (Eds.), De Gruyter Handbook of Sustainable Entrepreneurship Research, De Gruyter Handbooks in Business, Economics and Finance, De Gruyter, <a href="https://doi.org/10.1515/9783110756159-001">https://doi.org/10.1515/9783110756159-001</a></li> <li>• Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Business.</li> <li>• <a href="https://flourishingbusiness.org/flourishing-business-canvas/">https://flourishingbusiness.org/flourishing-business-canvas/</a></li> </ul>
Other infos	The webinars are organized <b>from 12 November 2025 to 3 December 2025 for the Circle U. students</b> . The format is a two-hour and a half webinar on every Wednesday from 5:30 to 8:00 PM. The final event at a Circle U. partner (UCLouvain, Belgium) will take place from <b>Monday 8 December 2025 to Friday 12 December 2025</b> .
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	<a href="#">GESM2M</a>	5		
Master [60] in Management	<a href="#">GESM2M1</a>	5		
Master [120] in Business Management	<a href="#">GENT2M</a>	5		
Master [120] : Business Engineering	<a href="#">INGE2M</a>	5		
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] in Communication	<a href="#">COMM2M</a>	5		
Master [120] : Business Engineering	<a href="#">INGM2M</a>	5		
Master [120] in Management (with work-linked-training)	<a href="#">GESA2M</a>	5		