

USM30C - Entrepreneurship

Présentation

Prérequis

Master in Management MIM M2 group: Project Management & Business Engineering

Objectifs pédagogiques

As for any investment, kick off decision is made after consideration of economical and other dimensions. This course provides a number of key indicators to evaluate and sustain entrepreneurship.

Objectives

- 1) To know how to perform economical evaluation of an entrepreneurship project
- 2) To know how to perform strategic evaluation of an entrepreneurship project
- 3) To know how to prepare key decisions

Programme

Contenu

- Course introduction
- Business prospective
- Entrepreneurship project economics
- Entrepreneurship project strategic analysis
- Review of team work presentations

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Code : USM30C

4 crédits

Responsabilité nationale :
EPN15 - Stratégies / Thomas
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