

**SHAKE** THE FUTURE.



# ENGINEERING PROGRAMME

**PROFESSIONAL OPTION**

**ENTREPRENEURSHIP**  
AUTUMN SEMESTER

# START-UP STRATEGIES

ENTREPRENEURSHIP, ENGINEERING PROGRAMME PROFESSIONAL OPTION  
AUTUMN SEMESTER

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*Professor: Pascal Guilquin*

## Objectives

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To train decision-makers and young managers on two main fronts:

- Fundamentals of management
- Personal growth with the objective of professional success

The general objective of the course is for students to fully master the entrepreneurial processes from initial idea to successful project launch.

This first semester course is divided into different modules:

### 1. Start-up methodology

- Acquire project management methodology suitable for a start-up activity.
- Understand how to develop a business plan.

### 2. Strategy

- Master the concepts and basic tools of corporate strategy.
- Produce a corporate development plan.

### 3. Financing

- Know how to organize the financing of a project.
- Know the finance strategies.

### 4. Legal specificities of the development of small or medium-sized companies

- Know the legal specificities of the development of a small or medium-sized company.

### 5. Taking over a company

- Radhar analysis presentation by the creator of the tool.

### 6. Leadership Management

- Leadership development: leadership behaviour, team-leading know-how

### 7. Marketing, Creativity & Negotiation

- Master the various steps of strategic and operational marketing.
- Develop the methods and tools of a marketing plan
- Apply the experience to a project chosen by the students
- Strengthen the conviction capacity of the students, facilitate the preparation and the running of negotiations with important stakes.

- Set your and your partners' creativity free.

## Course contents

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### 1. Start-up methodology - 6 hrs

- Business plan, budget process, investment, human resources, the activity, other parameters.
- Typical scenarios, presentation.

### 2. Strategy - 12 hrs

- Analysis of the company's market and environment to identify opportunities and threats, and key success factors.
- Analysis of the company to identify strengths and weaknesses
- Establishing strategic options: vocation, purposes, means.
- Strategic development: planning strategic actions, marketing mix case study.

### 3. Financing - 20 hrs

- Key finance notions, the various sources of funding, financial instruments, the shareholders' pact, examples of finance strategies.

### 4. Legal specificities of the development of small or medium-sized companies - 8 hrs.

- Definition of a company, different company structures from self-employed to private limited companies, choice of company structure and company name, legal requirements

### 5. Taking over a company - 6 hrs

- Study Methodology, basic concepts, global interpretation of the results, use of the results for future managers / creators.

### 6. Leadership Management - 12 hrs

- Introduction to leadership.
- Main theories on leadership.
- Develop your leader's part.
- Leadership and values.
- Constitution and cohesion of the team with creators-leaders(-managers).

### 7. Marketing, Creativity, Negotiation - 32 hrs

#### Marketing:

- Strategic marketing (market study, policies, products, marketing mix).
- Operational marketing (definition, presentation and positioning of an offer, segmentation and definition of the target, product launch, the action plan).
- Application to the start-up project.

#### Negotiation:

- Practice: role-plays (staged by the protagonists).
- Successful negotiation (traps and tricks): preparation techniques, tactics and behaviour.

### Creativity:

- The basics of creativity: convergent and divergent thinking, associative and lateral thinking, imagination and rigor.
- The main creativity techniques: creative synergy (pooling ideas), brainstorming, SCAMPER Method, discovery matrices, analogy approach (initiative).
- Application of these techniques: various research steps.
- Creative progress, the prerequisites: defect analysis and criteria, relationship between creativity and marketing, research progress, basic principles of creative leadership, secondary tools (games, drawing etc, transforming ideas into innovative proposals).

### Course material

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La Boîte à outils de la Création d'entreprise, Catherine Léger-Jarniou, Georges Kalousis, Dunod Edition 2016. EAN13: 9782100743346

### Keywords

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Creation, Corporate strategy, Marketing, Financing, Legal specificities of the development of small and medium-sized companies, Leadership and Management, Creativity, Negotiation, Taking over a company

### Links with other programmes

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Professional Option in Business Finance

LANGUAGE	ECTS CREDITS	LECTURES	TUTORIALS	LABO	PROJECT
French	4	72 hrs	24 hrs	0 hrs	0 hrs