



3RD YEAR PROFESSIONAL OPTION

ENTREPRENEURSHIP

- > Budding entrepreneur?
 - > Looking to assess the viability of a business project?
 - > Keen to know how to create a subsidiary within an existing group?
- ... the Entrepreneurship option is designed for you!



OBJECTIVES

- > Develop skills and behaviour conducive to professional success
- > Understand the rudiments of management
- > Acquire various skills related to business creation (marketing, negotiation, management, legal aspects, strategy, etc.)

TEACHING METHODS & ASSESSMENT

- > Conferences and meetings with entrepreneurs
- > Lectures, practical exercises, role-playing, case studies
- > Continuous assessment with individual and group evaluations

HEAD OF OPTION
Pascal Gilquin

COURSE CONTENT

- > Start-up methodology
- > Strategy
- > Finance plan
- > Legal specificities of the development of small or medium-sized companies
- > Taking over a company
- > Leadership Management
- > Marketing, Creativity, Negotiation
- > Entrepreneurial Project

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