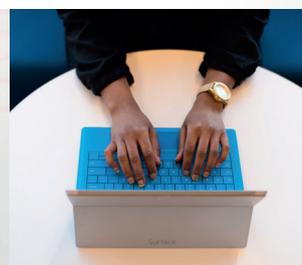




3<sup>RD</sup> YEAR PROFESSIONAL OPTION

# 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.)

## 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

## 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

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graduate programme | Ingénieur grande école

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