

Course identification :	- Teaching unit : SMEs & their specifics - Module : Entrepreneurship - Subject : Entrepreneurship	ECTS credits : “Entrepreneurship” and “Negotiations” build a common module, which bears 5 ECTS credits	Semester : autumn Teaching hours : 18 Full workload : 63
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Objectives of the course:	This course is articulated around 3 pillars being i) introduction into the concept of enterprise embedded in a society ii) issues linked to start-ups and entrepreneurs and iii) the enterprise as a project : from initial assumptions via the business plan to setting up the firm
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Prerequisites:	Basic knowledge in the concept of enterprise Common sense Intermediate English (CEF: B1)
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Course contents:	<p>Introduction: the political and social frames of the enterprise : demography and employment, from generalised employee model to entrepreneurship model : historical evolution, current policies (at national and european level), the image of the entrepreneur in society.</p> <p>Part I : The world of start-ups : definition, what is at stake ? - Profile of a start-up entrepreneur and governance issues related to the other share-holders - Customer relation management and human resources management</p> <p>Part II : The basic economic assumptions of the project - build the business plan - finance the project (incl. initial share capital) - required assets to start the project - projected profit & loss account (cost & expenditure)</p>
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Evaluation:	100 % : written evaluation
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Remarks:	The seminar is offered by four teachers, 3 of them having experience as entrepreneurs. These experiences will strongly color the contents of the seminar.
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