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## SE3301 Introduction to company creation

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**Professor** : Jean-François GALLOUIN

**Language of instruction** : ANGLAIS – **Number of hours** : 36 – **ECTS** : 3,0 - **Quota** :

**Prerequisites** : None

**Period** : S8&nbsp; ; elective 9 between february and june <br>

<br /><br /><span style="font-family: Arial; font-size: 12pt;"><b>Course Objectives</b></span><br /><ul><li>Give a first overview of entrepreneurship</li><li>Help students consider launching a company as a credible alternative to a career in a big company

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Have a first look at the entrepreneur toolbox: business model, business plan, sales, marketing, finance.

</li></ul> <br /><br /><span style="font-family: Arial; font-size: 12pt;"><b>On completion of the course, students should be able to</b></span><br /><ul><li>have a better idea on what to look at when they want to launch a company</li><li>have integrated fundamentals in marketing, finance and law for entrepreneurship</li><li>Basic notions: lean startup, Business Model Canvas</li></ul> <br /><br /><span style="font-family: Arial; font-size: 12pt;"><b>Course Contents</b></span><br /><ul><li>Motivation and obstacles to create a company</li><li>Testimonies by entrepreneurs: what to do, what to avoid</li><li>To create or to go into a company?</li><li>Innovation marketing</li><li>Financing a start-up</li><li>Business plans: why, for whom?</li><li>Fundamentals of law: social law, business law, corporate law</li><li>Go to Market: from the product to the client</li></ul> <br /><br /><span style="font-family: Arial; font-size: 12pt;"><b>Bibliography / Teaching Material and Textbooks</b></span><br />Slides for each class. <br /><br /><span style="font-family: Arial; font-size: 12pt;"><b>Evaluation</b></span><br />1.5-hr quiz (no documents, no calculators).