

BUSINESS DEVELOPMENT

LEVEL: MASTER 1

PERIOD: SEMESTER 2

LANGUAGE: EN

ECTS: 3

TEACHER/COORDINATOR: ALAIN MILLECAMPS



1-Main objectives

This module aims to provide complementary knowledge that will enable the students to build a business plan. This approach is useful to launch a product range, a new business unit or set up a company.

2-Skills developed

The students will be able to:

- › run a structured market survey
- › challenge a concept towards a B to C or B to B target with the relevant marketing tools , for instance questionnaires or insights
- › build a marketing plan
- › design a virtual company structure able to support the activity
- › implement the concept through an income statement
- › write a business plan

3-General content

- › general marketing skills
- › advanced marketing skills like market surveys and questionnaires
- › commercial skills, forecasts
- › general financial skills
- › advanced finance concepts like cost per unit, income statement
- › technical constraints
- › business model and business plan

4- Evaluation

The integration of those concepts is implemented in a business case study, which is the final deliverable.

Project report: 50%

Final presentation: 50%