CENTRALE NANTES

ENGINEERING PROGRAMME

2024-2025

Year 3

Professional Option

Entrepreneurship

OP ENTRE

PROGRAMME SUPERVISOR

Pascal GILQUIN

Autumn Semester

Course unit	ECTS Credits	Track	Course code	Title
UE 92	4	Core course	ENTRES9	Entrepreneurship - start-up strategies Part 1

Spring Semester

Course unit	ECTS Credits	Track	Course code	Title
UE 102	1	Core course	ENTRES10 PROJE	Entrepreneurship - start-up strategies Part 2 Entrepreneurial Project

Entrepreneurship - start-up strategies Part 1 [ENTRES9]

LEAD PROFESSOR(S): Pascal GILQUIN

Requirements

Objectives

To train decision-makers and young managers on two main fronts:

- Fundamentals of management
- Personal growth with the objective of professional success

The general objective of the course is for students to fully master the entrepreneurial processes from initial idea to successful project launch.

This first semester course is divided into different modules:

1. Start-up methodology

Acquire project management methodology suitable for a start-up activity.
Understand how to develop a business plan.

2. Strategy

Master the concepts and basic tools of corporate strategy.
Produce a corporate development plan.

3. Finance Plan

Know how to organize the finance plan of a project.
Know the finance strategies.

4. Legal specificities of the development of small or medium-sized companies

Know the legal specificities of the development of a small or medium-sized company.

5. Taking over a company

Radhar analysis presentation by the creator of the tool.

6. Leadership Management

Leadership development: leadership behaviour, team-leading know-how

7. Marketing, Creativity, Negotiation

Master the various steps of strategic and operational marketing.
Develop the methods and tools of a marketing plan
Apply the experience to a project chosen by the students
Strengthen the conviction capacity of the students, facilitate the preparation and the running of negotiations with important stakes.

Set your and your partners' creativity free.

Course contents

1. Start-up methodology - 6 hrs

Business plan, budget process, investment, human resources, the activity, other parameters.
Typical scenarios, presentation.

2. Strategy - 12 hrs

- Analysis of the company's market and environment to identify opportunities and threats, and key success factors.
- Analysis of the company to identify strengths and weaknesses
- Establishing strategic options: vocation, purposes, means.
- Strategic development: planning strategic actions, marketing mix case study.

3. Finance plan - 20 hrs

Key finance notions, the various sources of funding, financial instruments, the shareholders' pact, examples of finance strategies.

4. Legal specificities of the development of small or medium-sized companies - 8 hrs.

Definition of a company, different company structures from self-employed to private limited companies, choice of company structure and company name, legal requirements

5. Taking over a company - 6 hrs

- Study Methodology, basic concepts, global interpretation of the results, use of the results for future managers / creators.

6. Leadership Management - 12 hrs

- Leadership - team-leading:
- Introduction to leadership.
- Main theories on leadership.
- Develop your leader's part.
- Leadership and values.
- Constitution and cohesion of the team with creators-leaders(-managers).

7. Marketing, Creativity, Negotiation - 32 hrs

Marketing:
- Strategic marketing (market study, policies, products, marketing mix).
- Operational marketing (definition, presentation and positioning of an offer, segmentation and definition of the target, product launch, the action plan).
- Application to the start-up project.

Negotiation:
- Practice: role-plays (staged by the protagonists).
- Successful negotiation (traps and tricks): preparation techniques, tactics and behavior.

Course material

La Boîte à outils de la Création d'entreprise, Catherine Léger-Jarniou, Georges Kalousis, Dunod Edition 2016. EAN13: 9782100743346

Assessment

Individual assessment: EVI 1 (coefficient 1)

LANGUAGE OF INSTRUCTION	ECTS CREDITS	LECTURES	TUTORIALS	LAB	PROJECT	EXAM
French	4	43 hrs	21 hrs	0 hrs	0 hrs	2 hrs

Entrepreneurship - start-up strategies Part 2 [ENTRES10]

LEAD PROFESSOR(S): Pascal GILQUIN

Requirements

Objectives

To train decision-makers and young managers on two main fronts:

- Fundamentals of management
- Personal growth with the objective of professional success

The general objective of the course is for students to fully master the entrepreneurial processes from initial idea to successful project launch.

This first semester course is divided into different modules:

1. Start-up methodology

Acquire project management methodology suitable for a start-up activity.
Understand how to develop a business plan.

2. Strategy

Master the concepts and basic tools of corporate strategy.
Produce a corporate development plan.

3. Finance Plan

Know how to organize the finance plan of a project.
Know the finance strategies.

4. Legal specificities of the development of small or medium-sized companies

Course contents

1. Start-up methodology - 6 hrs

Business plan, budget process, investment, human resources, the activity, other parameters.
Typical scenarios, presentation.

2. Strategy - 12 hrs

- Analysis of the company's market and environment to identify opportunities and threats, and key success factors.
- Analysis of the company to identify strengths and weaknesses
- Establishing strategic options: vocation, purposes, means.
- Strategic development: planning strategic actions, marketing mix case study.

3. Finance plan - 20 hrs

Key finance notions, the various sources of funding, financial instruments, the shareholders' pact, examples of finance strategies.

4. Legal specificities of the development of small or medium-sized companies - 8 hrs.

Definition of a company, different company structures from self-employed to private limited companies, choice of company structure and company name, legal requirements

5. Taking over a company - 6 hrs

- Study methodology, basic concepts, overall interpretation of results, use of the results for future managers / creators.

6. Leadership Management - 12 hrs

- Leadership - team-leading:
- Introduction to leadership.
- Main theories on leadership.
- Develop your leadership.
- Leadership and values.
- Constitution and cohesion of the team with creators-leaders(-managers).

7. Marketing, Creativity, Negotiation - 32 hrs

Marketing:
- Strategic marketing (market study, policies, products, marketing mix).
- Operational marketing (definition, presentation and positioning of an offer, segmentation and definition of the target, product launch, the action plan).
- Application to the start-up project.

Negotiation:
- Practice: role-plays (staged by the protagonists).
- Successful negotiation (traps and tricks): preparation techniques, tactics and behavior.

Course material

La Boîte à outils de la Création d'entreprise, Catherine Léger-Jarniou, Georges Kalousis, Dunod Edition 2016. EAN13: 9782100743346

Assessment

Individual assessment: EVI 1 (coefficient 1)

LANGUAGE OF INSTRUCTION	ECTS CREDITS	LECTURES	TUTORIALS	LAB	PROJECT	EXAM
French	0.5	22 hrs	8 hrs	0 hrs	0 hrs	2 hrs

Entrepreneurial Project [PROJE]

LEAD PROFESSOR(S): Pascal GILQUIN

Requirements

Objectives

The objective of this project is to implement the whole entrepreneurial process from the original idea to the successful launch of the activity.

Course contents

Students work in small groups on a project either to manage a business start up or to provide support to a start-up activity.

Course material

Créer ou reprendre une entreprise, APCE - Editions d'Organisation, 2000

Assessment

Collective assessment: EVC 1 (coefficient 1.0)

LANGUAGE OF INSTRUCTION	ECTS CREDITS	LECTURES	TUTORIALS	LAB	PROJECT	EXAM
French	0.5	0 hrs	0 hrs	0 hrs	40 hrs	0 hrs