

UE Business plan of your start-up (entrepreneurship and science)

 ECTS
3 crédits

 Composante
UFR Chimie-
Biologie

 Période de
l'année
Toute l'année

- > **Langue(s) d'enseignement:** Anglais
- > **Ouvert aux étudiants en échange:** Oui
- > **Code d'export Apogée:** YAXXBI39

Présentation

Description

Introduction

Science, academic research and entrepreneurship

Innovation

Intellectual properties & juridical forms of companies (in French language due to the specific aspects of the French law)

Marketing of innovation

Customer segmentation

Business development

Project management

Market research

Business plan

Heures d'enseignement

UE Business plan of your start-up (entrepreneurship and science) - TD	TD	10h
UE Business plan of your start-up (entrepreneurship and science) - CM	CM	14h

Période : Semestre 10

Compétences visées

After completion of this course, the students should:

1. know the basics of the innovation process.
2. understand several crucial points of entrepreneurship such as the marketing of innovation, business models, product roadmap, magic spot, MVP....
3. be able to initiate a small business plan with customer segmentations.
4. understand the entrepreneurship concerns.

Infos pratiques

Lieu(x) ville

› Grenoble

Campus

› Grenoble - Domaine universitaire