

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

 ECTS  
3 credits

 Component  
UFR Chimie-  
Biologie

- > **Teaching language(s):** French
- > **Open to exchange students:** Yes
- > **Code d'export Apogée:** YAXXBI39

## Presentation

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### 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

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## Course parts

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

**Period** : Semester 10

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## Skills

(Skills at aim)

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.

## Useful info

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### Place

› Grenoble

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### Campus

› Grenoble - University campus