

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



Component
UFR Chimie-
Biologie

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

Presentation

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

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

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

Place

› Grenoble

Campus

› Grenoble - University campus