

COURSE: Entrepreneurship

CODE: 2122_EN_3_2_002_E

PROGRAMME: CESEM

LEVEL: Undergraduate

TYPE: Semester course

LANGUAGE: French

TERM: Spring

CAMPUS: Reims

TEACHING HOURS: 30

CREDITS: 6

PRESENTATION:

This course is intended for anyone interested in identifying business opportunities, starting a business or working for an intrapreneurial company or startups. The course is designed as a broad overview of intra and entrepreneurship, including identifying a winning business opportunity, launching a business, and harvesting the rewards. During the course, students will present ideas to both peers and professors who provide feedback and insights into what it takes start a successful business

PREREQUISITE:

LEARNING OUTCOMES:

- Objectif 1: • Build a mindset focusing
- Objectif 2 . • Demonstrate understanding and application of the tools necessary to create viable businesses
- Objectif 3: • Pitch ideas convincingly

TEACHING METHODS:

The course believes in LEARNING BY DOING

[Back to the top](#)