

Fiche de cours 2026-2027

Bloc 1

Niveau CEC 6

Code UE ERA116

Nom de l'UE International Innovative Entrepreneurial Project

Responsable(s)

Enseignant(s) Stephan ATSOU, Yung-Do DUCOBU, Caroline VAN HOECK

Crédits ECTS 10.0

Quadrimestre 1

Obligatoire Oui

**Catégories
compétences**

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Langue Anglais

**Compétences visées
du référentiel**

Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs) Do you have a latent entrepreneur hidden in you? If yes, over to you ! International Innovative Entrepreneurial Project (ERA E116) is designed for people who like thinking out of the box. This hands-on program is an Introductory Entrepreneurship Course providing the students with the business fundamentals to sketch out a real-world project in a Challenge format, from ideation to implementation. The actual Entrepreneurship classes will be facilitated by faculty focusing on basic technical tools in innovation strategy as well as entrepreneurial spirit and deep pedagogical insight for a personalized coaching.

The program will raise environmental & societal awareness such as Quality of Life, Sustainability & Social Entrepreneurship. It also aims at gathering people coming from all over the world in a project to help develop an international mindset, highly required in today's global Business. Finally, soft skill elements will be highlighted to better understand the corporate world where fostering an innovative culture and capturing disruptive ideas brings in the end employees closer together.

By the end of the module, the student will be able to :

- Feel familiar with Design Thinking approach in Innovation.
- Design a Marketing Strategy.
- Use Financial Analysis to prove the viability of a project.
- Organize Teamwork & Means accordingly.
- Look back critically at a project process after completion.
- Deliver a structured written Report & Pitch Project Partners.
- Get more of the Entrepreneurial Spirit underpinning any project.

Contenu " Go Innovative ! " is a student reference document proposed to learn how to carry out an Entrepreneurial Project. That document outlines the structure & method to follow. Different teams will be made to propose a future-focused product / service about which the tutors will tell you more the first day we meet in class. The contribution of this project is finally to propose new solutions in a real case study embracing strategic & operational as well as financial aspects. Extra Faculty members will therefore provide the students with short crash course sessions as refreshers in Marketing, Corporate Strategy, Finance to implement their project. An outdoor kick-off teambuilding activity will be proposed to present the project and make the teams. The final presentation of the challenge will be in December, followed by an Award Ceremony & an end-of-semester Farewell Teambuilding Celebration.

Méthode d'enseignement The course will follow some specific methodological guidelines :
 - A Design Thinking Approach will lead the students carrying out the project
 - This Entrepreneurial Project will also greatly integrate other courses of the program such as Trendwatching or Finance
 - Attendance is mandatory & Active participation is graded.
 - A la Carte theoretical reminders will be combined with Field activities.
 - Regular coaching by the staff members
 - Deliverables will be scheduled on a regular basis and will be graded
 - Great Professionalism & Proactivity is key to successful project completion.

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description
-------	-------------

Fiche de cours 2026-2027

Syllabus	Handout only given in class " Go Innovative ! Entrepreneurship, Innovation Design & Business Model : Your Project Step by Step " (Y-D A. Ducobu, PhD, 6th Edition, 51 pages, 2026).
----------	---

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description
Syllabus	Handout only given in class " VADE MECUM " (Y-D A. Ducobu, PhD, 2nd Edition, 5 pages, 2026). This is the overview including tentative Schedule, Deliverables and Grading Policy. Refer to this document for this ERA 116 Project Coordination given only in the first class.

Modalités d'évaluation générales

%	Période	Nature
30	Evaluation permanente du premier quadrimestre	Ensemble de devoirs ou travaux
70	Evaluation de fin d'apprentissage hors session du premier quadrimestre	Epreuve écrite et/ou orale

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
Néant		

Commentaires concernant les évaluations No resit for the Project & repetitive unjustified absences will have heavy consequences for the individual final grade.