

IDENTIFICATION

Course code : ESI-SPI-CI-BE4-S8-UE4-EC2
ECTS : 1.5

DURATION

Lectures : 8
Tutorial classes : 12
Labs : 0
Total : 20

Project :
Personnal work :

ASSESSMENT

Minimum 2 continuous assessments

TEACHING MATERIALS

Course materials : .pdf, .ppt, and online during class

LANGUAGE

English

CONTACT

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UE : UE8-PROEN

COURSE : Entrepreneurship

SCOPE OF THE COURSE

OBJECTIVES

The goal of this course is to train learners in drafting a comprehensive business plan, covering each key step from defining the company's mission to market analysis, including the business model, competition, team, finances, and the executive summary.

COMPETENCE AND SKILLS

Skills : ability to structure, present a business creation project, and persuade. Knowledge of various public and private funding sources.

— Innovation strategy

Skills : ability to devise a strategy. Recognize different types of innovation.

PROGRAM

In-depth methodology for drafting a business plan

- Company mission
- Problem
- Solution
- Why now
- Market
- Competition
- Product
- Business model
- Team
- Finances and executive summary.

BIBLIOGRAPHY

Start-up : L'anti-bible à l'usage des fous et des futurs entrepreneurs by Bruno Martinaud, 2012, series : Village Mondial, Pearson
Lean start-up by Eric Ries, 2012, series : Village Mondial, Pearson

Dragon Den : www.bbc.co.uk/programmes/b006vq92

Entrepreneurs pitch their business ideas to millionaires willing to invest their own cash.

REQUIREMENTS

Basic knowledge of accounting and financial analysis.