

IDENTIFICATION

Course code : ESI-SPI-CI-IN4-S8-UE2-EC2
ECTS : 1

DURATION

Lectures : 10
Tutorial classes : 36
Labs : 0
Total : 46

Project :
Personnal work :

ASSESSMENT

Continuous assessment : written assignments, oral presentations, case studies.

TEACHING MATERIALS

Slides, case studies, field experience feedback.

LANGUAGE

English

CONTACT

Joël GROUFFAUD
joel.grouffaud@univ-reunion.fr

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UE : UE8-IOT

COURSE : Management, Marketing and Entrepreneurship

SCOPE OF THE COURSE

OBJECTIVES

To develop and implement a business creation or takeover project.

COMPETENCE AND SKILLS

- Advance a business creation or takeover project
- Develop entrepreneurial and business management skills
- Enhance teamwork capabilities

PROGRAM

Management :

- Introduction to management
- Management theories and styles
- Developing leadership skills
- Entrepreneurship and business creation
- Steps to launch a start-up
- Case studies on successful businesses and projects
- Project and business plan development
- Role-playing management scenarios
- Creating a business plan for an innovative idea
- Presentation and defence of the entrepreneurial project

Marketing :

- Introduction to marketing and fundamental principles
- Digital marketing and online strategies, including social media
- Market research and analysis of purchasing behaviour
- Interpersonal communication and effective communication techniques
- Teamwork, group dynamics, and collaboration
- Marketing case studies
- Analysis of successful and failed marketing campaigns
- Communication and presentation workshops
- Public speaking exercises
- Group activities to foster team spirit
- Case studies on time management and conflict resolution
- Group marketing projects
- Creating a marketing campaign for a fictional product
- Role-playing and professional scenario simulations
- Time and priority management practice
- Group conflict resolution activities
- Collaborative projects to strengthen team dynamics

BIBLIOGRAPHY REQUIREMENTS