Management fundamentals

ECTS credits
2 credits

In brief

Course langage: French

Presentation

Learning objectives

Acquire the knowledge needed to launch a new activity, having first studied the market and its economic environment.

Become aware of one's capacities and limits as a team leader and business creator. To approach the notion of corporate culture in relation to that of the creator(s), to project oneself and give meaning to a possible creation of a company.

Understand the internal and external interrelations of a company, know how to discern its strengths and weaknesses in its competitive environment.

Description of the programme

- 9 hours of classes for the Marketing part :

. Macro and micro market environment, segmentation, target, positioning, marketing mix.

. Market sizing, field surveys.

. Elements of differentiation.

. Application to the project carried out within the framework of the Entrep' Aix-Marseille, in relation with the Business Plan part of the Entrepreneurship UE.

- 12 hours of classes for the Management Control part :

. Revision and deepening of the concepts of analytical costs seen in 1A.

. Learning of current management control methods.

. Notions of dashboards.

. Application to a case study conducted throughout the module, in groups.

- 2-day seminar Entrepreneurs of tomorrow: an experience to reinforce the desire to be an entrepreneur

First day outside the school (Calanques): inspiration walk (what is an entrepreneur of tomorrow, management of desire and stress, personal reflections on one's motivations, vision, ambition...)

Second day (at the school): return on the reflections of day 1; continuation on brakes and motivations, map of personal strengths, medium term projection.

- 7 hours of classes for the Business Strategy part:

At the end of the course, development of themes on demand by a "Transition Manager": organizational strategy, financial strategy, recruitments, end of life of a company, sharing of experiences, strategic analysis of company evolution based on articles, case study...

Generic central skills and knowledge targeted in the discipline

C1 : Innovation - Dare component - competent level : builds a process that will lead to a Go/No Go decision

C4 : Ethical and responsible management - Knowing oneself, building oneself component - competent level : is able to take a critical look at one's actions and postures, practices reflective analysis and knows how to identify one's points of excellence and one's own areas for development

C5 : Strategic vision - component Giving meaning - competent level : explains the main elements of the vision and strategy of an organization

How knowledge is tested

Marketing: evaluated by the Career Focus Project

Management control: case study in groups

Entrepreneurs of Tomorrow Seminar: attendance

Strategy: attendance

Teaching team

Annouk Arzoumanian

Management fundamentals

Delphine Chazalon

Michel Frsique

Olivier Besançon

Sustainable Development Goal



Responsible consumption and production



Descent work and economic growth



Building Resilient Infrastructure

Total des heures		**37h**
CM	Master class	37h

Useful info

Name responsible for EU

Lead Instructor

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