

Management fundamentals



In brief

> **Course language:** 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

Delphine Chazalon

Michel Frsique

Olivier Besançon

Total des heures

44h

CM	Master class	28h
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AU		16h
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Useful info

Name responsible for EU

Lead Instructor

Françoise Perrin

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