

UE-ALT-03 New Business Start-up

Master Degree : Mechanical Engineering and Materials sciences

Reference number : UE ALT03

Title of the subject : **New business start-up**

University component : **UFR SCIFA**

Coordinating lecturer : **S. Cotelle** : sylvie.cotelle@univ-lorraine.fr

Semester : **Autumn**

Total hours of classes : **42h** ECTS credits : **2**

Teaching language : French

Course proposed in English for exchange students : No

Course composition	Coef.	Number of hours		
		lectures	Tutorials	Practical works
New business start-up		26	16	

Objectives: Simulation in new business start-up and in project management

Prerequisites : none

Course syllabus

From project to business plan

A business plan: why?

Collection of the preliminary information

Marketing research and segmentation, marketing Plan

Legal and statutory aspects

Methodology of the new business start-up

Marketing research and segmentation

Financial study, projected financial, the legal and statutory study

Contributions and the financing.

The beginning : resources to acquire

Organization and human dimension

Activities, financing of the project