



SPRING SEMESTER (M1.2/14.8)

ENTREPRENEURSHIP & BUSINESS MANAGEMENT

NANTES CAMPUS

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Partners

Partner companies who deliver lectures/conferences or mentor case studies.

Startup palace / Le village / Pwc / Optimiseur d'entreprises / Syd / Gesco / Equilibre / Nexecur / Fidal / Business france / Bnp / Inpi

OBJECTIVES

- Use strategic business development tools (strategy, business/financial/ risk management, law)
- Use financial analysis methodologies (cash flow, free cash flow, ROI, DCF valuation and comparables)
- Use activity management tools (dashboards, budget, KPIs)

PROGRAM

Lectures/Conferences

Conference series held by industry partner representatives:

- Industry insights: experiences, problem situations, projects
- Understanding marketing and financial terminologies, methodologies, approaches
- Dashboarding, strategic models
- Company valuation, branding
- Budgeting, Negotiation, Risk Management & Due Diligence
- Management of teams
- Supply Chain and procurement
- Webmarketing, Fundraising, Scale Up

Practicals and Case Studies

- Dashboarding, budgeting, company valuation, ROI calculation, webmarketing use cases
- Due Diligence & Auditing
- Company acquisition after valuing a company
- Business canvas and Blue Ocean Strategy

Typical Project(s)

- TEMO: Market study before launching TEMO 2, persona validation, work on costing, study the American market (SWOT, costs, legal and fiscal constraints, etc.)
- 10-Vins (Nespresso of Wines): stock optimization and measurement of stock management's impact on Working Capital Requirement
- Happy Babees (company daycare): business model creation, business plan presentation towards potential investors

Competencies

- Company performance management (dashboarding, KPIs)
- Strategy formulation (investments, commercial action plan, budgeting)
- Use financial management tools
- Practice auditing methods, company valuations

Prerequisites

- Bachelor's Level - business canvas, business plan, marketing study, budgeting concepts, or a big desire to explore entrepreneurship and management
- Note that as lectures and case studies for industrial partners are mostly conducted in French, having a good level of French is recommended.*

Assessment

- Regular progress reports and consultation
- Practical and case study review
- Project oral and written presentation