



## MODÈLES ÉCONOMIQUES

### NEGOCIATION AND COMMUNICATION

Lecturers: Marie GOYON

| Lecturers : 16 | TC : 6 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

#### Objectives

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Define how to transform an idea into value creation.

Identify which offer is going to bring to customers a value for which they will be ready to pay.

Think how to organize the processes and the partners allowing to produce the offer

Analyse how income can balance costs.

Build a viable consistency among the social, economical, financial and technical dimensions of a business.

**Keywords :** Business models canevas, value proposition, profit and loss statement, cashflow statement, financial forecasts

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#### Programme

Design an value proposition adapted to targeted customers  
Business models and business plans  
Finance for entrepreneurship  
Build the customers relationship  
Forecast revenues

#### Learning outcomes

- Be able to build a value proposition adapted to targeted customers
- State financial forecasts for a business developement
- Evaluate financial risks

#### Independent study

Objectifs :

Méhodes :

#### Core texts

Alexander Osteralder, *BUSINESS MODEL NOUVELLE GÉNÉRATION : UN GUIDE POUR VISIONNAIRES, RÉVOLUTIONNAIRES ET CHALLENGERS*, Pearson, 2011  
Philippe Silberzahn *EFFECTUATION : LES PRINCIPES DE L'ENTREPRENEURIAT POUR TOUS*, Pearson, 2014  
Carlier F. *RÉUSSIR SON PREMIER BUSINESS PLAN*, Studyrama, 2015

#### Assessment

Project evaluation