

# Outstanding Business and Value Proposition (EM054M8G)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Outstanding Business and Value Proposition : 5 ECTS.</b> <ul style="list-style-type: none"><li>● MGA</li></ul>
Discipline	Management
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	30

## Coordinator

Thibaut GALLINEAU

## Lecturers

Instructor	Population	Email
Thibaut GALLINEAU		

## Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

## Course track

Track : Attendance

### "Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

### "Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

# Contribution of the course to the educational objectives of the programme

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How the course contributes to the programme :

## Description

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This elective class aims at giving young professionals the core concept of Value in business with first, an introduction to the Value Proposition Design methodology to create/detect and adjust Value; then we will explore New Business Strategies to learn how Value creation is currently hacked and finally we will discuss about the best ways to assess Value including a new & experimental methodology based on Project Management.

## Educational organisation

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## Learning outcomes

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Upon completion of this course, students should be able to :

- **Describe** how to profile customers and design a value proposition by practising Value Proposition Design (VPD) tool and methodology defined by Strategyzer AG
- **Express** project management and business cases patterns, needed skills and dangers to avoid
- **Employ** and use VPD tool to sell yourself as a remarkable professional
- **Analyze** outstanding businesses, how they embody, create or hack value and innovation and how to stimulate and assess it with Corporate Entrepreneurship Strategy and Target Entrepreneurship Model

## Outline

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## Prerequisites

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**Key concepts to understand :**

Intellectual curiosity  
Willingness to participate

## Teaching material

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## Recommended reading

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**Major works :**

**Further reading :**

**Research works by EM Strasbourg :**

## Assessment

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## Grounds for expulsion from classes

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Such behaviors as...

**arriving late, leaving early or unannounced leaving of the classroom during class time**

**disruptive eating or drinking in class**

**using smartphones and laptops for non class-related purposes**

**reading non class-related documents**

**chatting on non class-related issues**

**showing disrespect towards lecturers**

... may lead to expulsion from classes.