



EMBA-2224-524-Corporate & Venture Strategy Lab		
Name of lecturer(s) & Email Diane LEJEUNE diane.lejeune@mbasolvay.net	Level, Status, Timing Level 2 & 3 Elective Between 01-12-23 and 30-05-24	ECTS, CH & HW/GW*, Online 9 15 & 255 0
Description of the course unit The Corporate & Venture Strategy Lab is an integrative course giving the participants the opportunity to apply and consolidate their learning: <ul style="list-style-type: none"> On either a specific Strategic Topic involving the organization where at least one of the participants works Or the creation of a New Venture In both cases, the output of this Lab must reflect a critical, personal and original work of a group of participants enrolling in this Lab.		
Course unit Chapters <ul style="list-style-type: none"> Topic presentation session (all participants) Topic validation session (per group) Individual work (per group) Coaching sessions (per group) Joint Session 1 (all participants) Joint Session 2 (all participants) Final presentation (per group)* 		
Learning outcomes of the course unit The learning outcome of the Corporate & Venture Strategy Lab consists in: <ul style="list-style-type: none"> The ability to perform a critical analysis and define a strategy By integrating various tools and disciplines learned during the EMBA And presenting the outcome of one's work in an executive style Thereby supporting decision-making Ideally, this Lab will allow participants to: <ul style="list-style-type: none"> Either present his/her recommendations to Executives in his/her organization, and to participate in the implementation of his/her recommendations Or present his/her New Venture to Investors and take the next steps towards an entrepreneurial career In addition: <ul style="list-style-type: none"> When participants choose a Strategic Topic within the organization they work for, this Lab aims at providing them with a unique opportunity to lead or be involved in a strategic project beyond the scope of their day-to-day function, thereby gaining additional exposure and providing a way for them to contribute the learning from their EMBA to their organization. Ideally, the work is also presented to executive levels at the organization considered When participants choose to work on a New Venture, this Lab will offer the participants the opportunity to explore in a safe environment their interest for such an entrepreneurial switch in their career 		
Teaching Methods Interactive Lecture, Directed Discussion, Problem-based learning, Project-based learning	Learning Activities Group work, coaching sessions, interactive lectures, interactive discussion sessions	
Learning Objectives (Check Academic Rules & Regulations) <ul style="list-style-type: none"> Learning Objective 1.1: Mastery Learning Objective 1.2: Reinforcement Learning Objective 2.1: Mastery Learning Objective 2.2: Reinforcement Learning Objective 3.1: Reinforcement Learning Objective 3.2: Reinforcement 	Assessment methodology / Students Use of Time and Load Oral Presentation <ul style="list-style-type: none"> weight 40% workload estimated = 100 hours due 31-05-24 Group assignment <ul style="list-style-type: none"> weight 40% workload estimated = 160 hours due 31-05-24 Class Participation & Preparation <ul style="list-style-type: none"> weight 20% workload estimated = 25 hours due 31-05-24 	
Evaluation scale 0-20		
Contribution to the Sustainable Development Initiative Contribution to sustainable development based on the topics chosen by the participants		
Asynchronous Learning Material (Coursera) Non Applicable		
Readings Non Applicable		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking your Front Office Portal hosted on Canvas.

*CH - Contact Hours, HW - Homework, GW - Group Work
 ** Learning Objectives are available in the [Lifelong Learner's Handbook](#)