

# TCMS5AC CREATIVE BUSINESS DAYS 2

<b>TCMS5AC Creative Business Days II</b>	<b>Duration :</b>	<b>ECTS Credits : 1</b>	<b>Semester : S5</b>	
<b>Person(s) in charge :</b> Virginie Allard, Professor, ICN				
<b>Keywords :</b> strategy, accounting, marketing				
<b>Prerequisites :</b> basics in accounting and strategy				
<b>Objective :</b> to apply one's knowledge regarding firms' strategies; to stimulate creativity and team work				
<b>Program and Contents :</b> <p>The C&amp;B Days is a working group course introducing through participative teaching methods the world of firm and its complex economic environment, strategic innovation and creativity. It gives students the opportunity to make an assessment of his personal and collective abilities and knowledge in terms of strategy, accounting, marketing and evaluation of his economic environment. It allows to enhance his creativity and work team. Finally it helps the engineer student understanding the stakes and necessity to complete his schooling with teaching that comes under the fields of economics and management.</p>				
<b>Abilities:</b>				
<b>Levels</b>	<b>Description and operational verbs</b>			
<b>Connaître</b>				
<b>Comprendre</b>				
<b>Appliquer</b>				
<b>Analyser</b>				
<b>Synthétiser</b>				
<b>Évaluer</b>				
<b>Évaluations :</b>				
<input type="checkbox"/> Written test	<input checked="" type="checkbox"/> Continuous control	<input type="checkbox"/> Oral report	<input type="checkbox"/> Project	<input checked="" type="checkbox"/> Written report