Online MSc in Innovation and Entrepreneurship syllabus
PART I: FUNDAMENTAL COURSES

1. **Entrepreneurial Strategy: from Ideation to Exit** taught by Ambroise HURET
   - understand the full spectrum of designing a start-up project or corporate project (until the project generates a recurring level of sales and begins its international development);
   - develop a real "toolkit" whether you are an entrepreneur or intrapreneur.

2. **Boosting Creativity** taught by Anne-Laure SELLIER
   - develop your creative abilities;
   - understand the importance of creativity from a consumer perspective;
   - for entrepreneurs, help consumers enhance their own creative abilities, and develop a unique relationship with them as a result.

3. **Business Strategy** taught by Pierre DUSSAUGE
   - understand your firm's competitive advantage and how to maintain and enhance it to beat competition;
   - analyze how a firm’s external environment (i.e. its competitors, suppliers, customers) as well as its internal capabilities and resources shape competitive advantage;
   - develop a critical perspective when confronted with complex choices.

4. **Strategic Management of Innovation** taught by Thomas ASTEBRO
   - understand why firms innovate and how they compete on innovation;
   - learn how to source innovation and how to compete and gain dominance;
   - determine when a new product should be launched and enter the market.

5. **New Product Development** taught by Svenja SOMMER
   - acquire a broad understanding of how to manage the new product development process;
   - learn how to develop new products quickly enough, respond to new market opportunities, or successfully bring new technological breakthroughs to market;
   - understand why in spite of huge investments in innovation, many products fail to meet their sales targets.

6. **Organizing for Innovation** taught by Tomasz Obloj and Giada Di Stefano
   - understand the challenges entrepreneurs face when managing people, designing structures, building culture, and striving to achieve growth in their firms;
   - follow the life of an innovative venture, from its original creation, through the design of its formal and informal architecture, the morphing of its culture, and the expansion of its scope;
   - gain insights from visual and performing arts, wine, gourmet cuisine in the local context of France and Paris and also from examples from around the world.

7. **Social Entrepreneurship and Change-making** taught by Florian HOOS
   - gain a brief overview of different types of entrepreneurs who create value for society and focus primarily on action-based learning;
   - work on your own entrepreneurial project, gaining hands-on experience in transforming an idea into a sustainable business model with measurable positive impact on society and the environment;
   - pitch to “sell your idea” to a wider public;
   - be inspired, equipped, and convinced that you can take action to tackle the world’s most pressing problems in an entrepreneurial manner.
8. Design Thinking taught by Sihem JOUNI
- discover and experiment with a systematic approach to product design;
- understand the organizational setting in which it is most suitable, either in an entrepreneurial or an intrapreneurial context;
- learn how established firms can adopt this approach to renew their business, look into problems from a different angle and redesign internal processes.

9. Scaling Up Operations taught by Sam AFLAKI
- help entrepreneurs develop the core skills to understand and address economic uncertainties and financial constraints and find ways to match supply with demand efficiently;
- focus on operational strategies to scale up businesses in line with the firm’s growth rate;
- provide practical solutions for coping with the evolution of supply and demand.

10. Marketing through Social Media taught by Kristine de VALCK
- understand how more than ever before words of mouth and consumer communities are considered important market forces that influence decision-making all along the purchase process;
- learn how social media can be leveraged both in B2C and B2B contexts to better understand, connect with, and accompany your customers.

PART II: PROJECT BASED COURSES

1. Team Working taught by Marc BERETTA
- understand what makes a team effective;
- enhance your leadership and teamwork skills;
- form teams which you will work in for the remainder of the program and throughout all courses.

2. How to Create a Business Plan taught by Frédéric ISELIN
- learn how create a business plan that makes sense in human terms (clients, founding team), economic terms (profitability of the start-up), and financial terms (growth and ROI for investors);
- understand that it needs to predict the future and that projections need to be translated into facts and figures;
- design and present a successful 5-minute pitch that will convince any stakeholder.

3. Fundamentals of Negotiations taught by Mathis SCHULTE
- understand the fundamental aspects of negotiation, and the art and science of handling disputes and securing agreements between two or more parties;
- learn from wide-ranging issues faced by professionals, managers, and entrepreneurs to help you successfully conduct negotiations in a variety of settings;
- engage in diverse negotiation exercises, followed by debriefing sessions and short presentations on the science of negotiation.
4. Developing a Customer-centric Strategy through Marketing taught by Frédéric DALSACE, Corinne DAUGER, Marc VANHUELE
- gain a state-of-the-art framework and tools that enable you to develop offers that customers value;
- learn how to communicate the value of these offers to make them appealing, bring them to the marketplace, and charge the right price in return;
- learn how to retain your customer base and manage your brand, levers for future success if managed well.

5. Managing the Performance of a Growing Enterprise taught by Sebastian BECKER
- learn how entrepreneurs can scale up their venture while managing its performance at all times;
- understand what systems, structures and decisions endanger a start-up and can cause it to fail.

6. Online Business under Information Asymetrics taught by Stefano LOVO
- explore how internet technologies can be used to generate trade throughout the life of a firm (from the initial financing of a start-up through crowdfunding campaigns up to the sale of the company’s products through internet auctions or e-commerce websites).

7. Intellectual Property Law for New Businesses taught by Pascale BROCHARD
- provide an understanding of the use of Intellectual Property as a strategic tool;
- show future entrepreneurs how to implement the appropriate IP policy and best practice in a company, according to the market and the technology in question.

8. Entrepreneurial Finance taught by Etienne KRIEGER
- learn the basics of entrepreneurial finance;
- discover the financing mechanisms for innovation and growth that are currently available;
- be introduced to financial modelling and financial engineering tools;
- successfully design a financial growth strategy which will allow you to carry out your project.

9. Private Equity and Venture Capital taught by Patrick LEGLAND
- prepare you to understand investment banking and corporate finance;
- gain insights into Private Equity transactions, the Venture Capital industry and make appropriate decisions.

10. (Re-)invent your Business Model with the Odyssey 3.14 approach taught by Laurence LEHMAN-ORTEGA and Hélène MUSIKAS
- gain access to Odyssey 3.14 - an original approach developed to help you invent or reinvent a business model that is failing or losing momentum;
- learn about the concept and tools that combine innovation and strategy, starting with the 3 pillars that make up the core business model, this approach recommends 14 directions to consider in order to invent or re-invent the business model;
- learn from examples, from your peers and from the sessions with the professors.