



INGÉNIEUR INTRAPRENEUR ET ENTREPRENEUR INGÉNIEUR STARTUP ET BUSINESS DEVELOPPER

Lecturers: Marie GOYON

| Lecturers : 12 | TC : 6 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

The program concern all students willing to create value by designing a new business, either as an entrepreneur developing her/his own startup , or as a business developer enlarging an existing company's activities portfolio.

The program relies on two main methodologies: design thinking, project management .

The course is organized with 2 tracks: startup creation and business development, each track with specific courses.

The two tracks aim to enable a project to be developed and piloted, from the idea to its technical, social and

Keywords : creativity, analysis, fieldwork, value creation, social innovation, entrepreneurship, intrapreneurship

Programme

Introduction to design thinking, theory and methods
Creativity, ideation trainings : developing new ideas
How to analyse innovation in a global context within economical, sociological, technological frameworks
Initiation to ethnographic fieldwork and empathy methods
Social entrepreneurship and social innovation
Transform new ideas into business : introduction to value creation and marketing
Communication
Project

Learning outcomes

Independent study

Objectifs : Teamworking : ideation, debate, structure, test, fieldworking. Negotiation, management and communication

Méthodes : Project based learning : Teamworking, workshops, coaching and pitches

Core texts

YUNUS Muhammad, *BUILDING SOCIAL BUSINESS: THE NEW KIND OF CAPITALISM THAT SERVES HUMANITY'S MOST PRESSING NEEDS*, Public Affairs, 2010
ROGER Martin *DESIGN OF BUSINESS: WHY DESIGN THINKING IS THE NEXT COMPETITIVE ADVANTAGE*, Harvard Business School Press, 2009
BARTHELEMY A. et SLITINE R. *ENTREPRENEURIAT SOCIAL INNOVER AU SERVICE DE L'INTÉRÊT GÉNÉRAL*, Vuibert, 2014

Assessment

Project based evaluation : oral presentations and report