



## MOD PARCOURS INTRAPRENEUR 2

### BUSINESS DEVELOPMENT 2

Lecturers: Marie GOYON

| Lecturers : 0.0 | TC : 28.0 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

#### Objectives

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Training in the management of innovative projects in companies.

A global approach, courses, coaching and autonomy: Observe the internal and external uses and challenges of an innovation, develop an idea, confront it to reality, choose a technology, compose an offer, define a business model, recommend processes, setting up a project, identifying resources, federating a network of stakeholders, ensuring reporting, etc.

**Keywords :** intrapreneurship, innovation, piloting, communication, project, agility

#### Programme

Students work on real projects with project leaders, collaborating with internal teams. Company sequences and field surveys.

Courses and coaching.

Courses: deepening of the IIE Metier and Open Innovation contributions (testimonials and case studies), in-depth investigations and prototyping (fablab)

#### Learning outcomes

- Know how to lead a team, work in an interdisciplinary context, manage an innovative project. Dialogue, agility, médiation, management.
- Know how to evaluate the desirability, feasibility and viability of a concept and solution. Iteration, testing, prototyping.
- Know how to design disrupting products, services or systems embedded in social and economical reality. Research, conception, analysis, intuition and creativity

#### Independent study

**Objectifs :** Piloting project, team, communication, reporting, planning

**Méthodes :** Project

#### Core texts

#### Assessment

Report and oral evaluations