



ENTREPRENDRE ET INNOVER

ENTREPRENEURSHIP AND INNOVATION

Lecturers: **Thierry FARGERE, Patrick SERRAFERO**

| Lecturers : 32.0 | TC : 0.0 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

Entrepreneurship and innovation are now part of the critical business skills - creating value - of the modern engineer, whether they are :

- in an internal context of the established company, in the form of intrapreneurship and creation of new activity,
- in a context external to the established company, in the form of entrepreneurship and the creation of a start-up.

Keywords : Entrepreneurship, Intrapreneurship, Innovation, Value Creation - SUSI: Start-Up / Innovative System

Programme

- Lectures on entrepreneurship and innovation management
- Tutorials on the formalization of the profession of a new activity,
- Tutorials on the formalization of critical and innovative business processes,
- Interventions of external experts in entrepreneurship and innovation,
- Final delivery review of a start-up project.

Learning outcomes

- Design a new Business Model
- Formalize the profession of a new activity / company
- Set up an innovative value offer
- Formalize the critical and innovative business processes necessary to create value

Independent study

Objectifs : Carry out the exercise "Bring your own SUSI - Start-up / Innovative System" as a team

Méthodes : - Writing of the business model and business knowledge of your SUSI.
- Practice of the appropriate methods and concepts presented in class.

Core texts

Osterwalder A., Pigneur Y., *BUSINESS MODEL NOUVELLE GÉNÉRATION : UN GUIDE POUR VISIONNAIRES, RÉVOLUTIONNAIRES ET CHALLENGERS*, Pearson, 2011
Blanco S., Le Loarne-Lemaire S. *MANAGEMENT DE L'INNOVATION*, Pearson, 2012
Kalousis G., Léger- Jarniou C. *CONSTRUIRE SON BUSINESS PLAN*, Dunod, 2014

Assessment

- Presentation of the "Business Model SUSI"
- Entrepreneurial file on the SUSIpedia Knowledge Box.