Métier Intrapreneur et Entrepreneur



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. Negociation, management and communication
	Méhodes : Project based learning : Teamworking, workshops, coaching and pitchs
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



DESIGN THINKING ET CRÉATIVITÉ

DESIGN THINKING

Lecturers: Marie GOYON

| Lecturers : 26 | TC : 4 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

The program understands innovation and its management by a global, multidisciplinary approach linking the analytical thought and the intuitive thought. Design thinking methodology implements a process of creativity involving user's feedbacks and usages, iteration in conception and prototyping.

Students will learn how to place a problem in a global perspective (economic, technical, sociological ...) and how to transform an idea into a business. The students will use the three pillars of design thinking approach : desirability, viability and feasibility.

Keywords : creativity, ideation, design thinking, user empathy



Introduction to design thinking theory and methods Creativity and ideation workshops Research and analysis Ethnography fieldwork Uses

Learning outcomes	 Be able to get an overview on a specific problem : desirability, viability, feasibility Work creatively and transversaly Adapt on iterative and user contered point of view
	 Adopt an iterative and user centered point of view

· be able to work in an interdisciplinary context, manage an innovative project

Independent study Objectifs :

Group work Creativity and ideation workshops fieldwork

Méhodes : Learning by doing on the project, coaching

Core texts BROWN Tim, L'ESPRIT DESIGN: COMMENT LE DESIGN THINKING CHANGE L'ENTREPRISE ET LA STRATÉGIE, Pearson, 2014 ROGER Martin DESIGN OF BUSINESS: WHY DESIGN THINKING IS THE NEXT COMPETITIVE ADVANTAGE, Harvard Business School Press, 2009 FOREST Joelle*CREATIVE RATIONALITY AND INNOVATION*, Wiley Blackwell, 2017

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Assessment
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Project evaluation : oral presentations and report



RÉSEAUX D'ACTEURS ET ÉCOSYSTÈMES

MARKETS AND STAKEHOLDERS

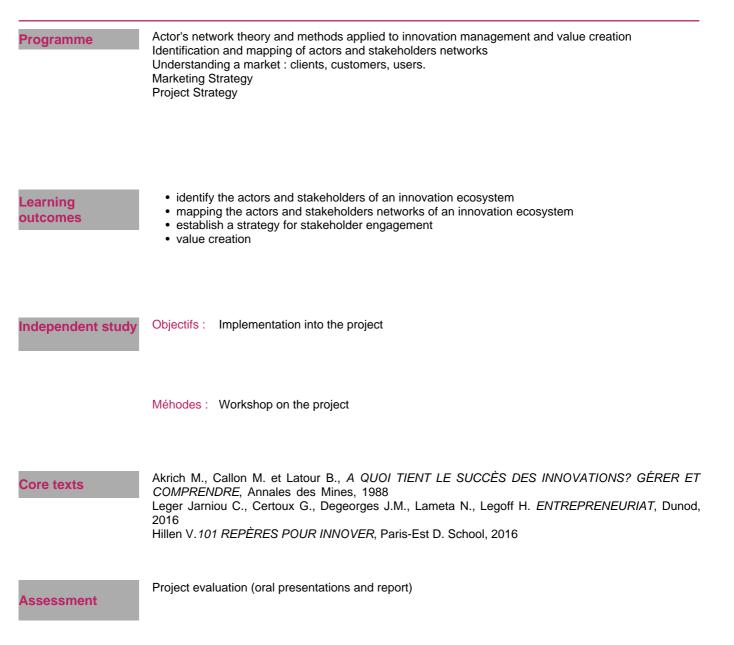
Lecturers: Marie GOYON

Lecturers : 12 | TC : 8 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

Identify the actors of an ecosystem and their interactions Understand the dynamics and the structure of relevant markets Understand which are the levers Understand and build stakeholders' strategies Identify relevant support for the project's success

Keywords : ecosystems, actors networks, stakeholders, marketing, strategy





MODÈLES ÉCONOMIQUES

NEGOCIATION AND COMMUNICATION

Lecturers: Marie GOYON

Lecturers : 16 | TC : 6 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

Define how to transform an idea into value creation.

Identify which offer is going to bring to customers a value for which they will be ready to pay.

Think how to organize the processes and the partners allowing to produce the offer

Analyse how income can balance costs.

Build a viable consistency among the social, economical, financial and technical dimensions of a business.

Keywords : Buisness models canevas, value proposition, profit and loss statement, cashflow statement, financial forecasts

Programme

Design an value proposition adapted to targeted customers Business models and business plans Finance for entrepreneurship Build the customers relationship Forecast revenues

Learning outcomes

· Be able to build a value proposition adapted to targeted customers

- · State financial forecasts for a business developement
- Evaluate financial risks

Independent study

Objectifs:

Méhodes :

Core texts

Alexander Osteralder, BUSINESS MODEL NOUVELLE GÉNÉRATION : UN GUIDE POUR VISIONNAIRES, RÉVOLUTIONNAIRES ET CHALLENGERS, Pearson, 2011 Philippe Silberzahn EFFECTUATION : LES PRINCIPES DE L'ENTREPRENEURIAT POUR TOUS, Pearson, 2014

Carlier F.RÉUSSIR SON PREMIER BUSINESS PLAN, Studyrama, 2015

Assessment

Project evaluation



PROJET DE CRÉATION D'ACTIVITÉ

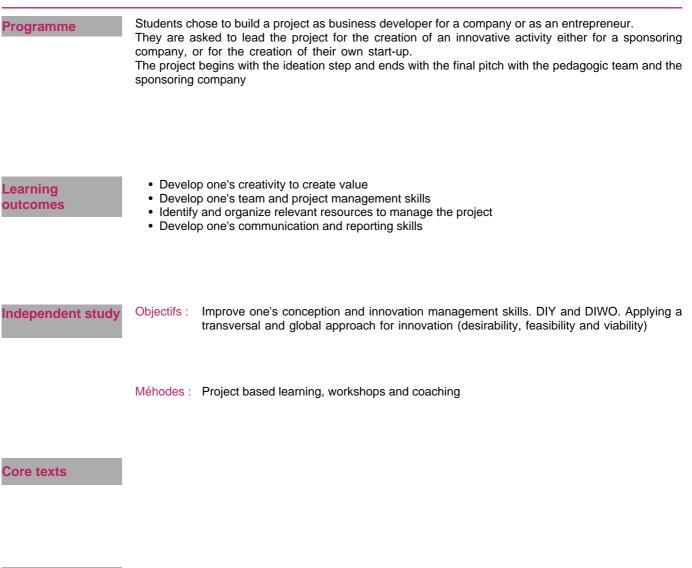
BUSINESS CREATION PROJECT

Lecturers: Marie GOYON, Sylvie MIRA | Lecturers : 0.0 | TC : 0.0 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 30.0 | Language : FR

Objectives

Develop one's creativity and use it to create a new business or a startup Develop capacities to manage a business development project Learn how to collect data relevant to manage the project Identify and organize relevant resources to manage the project Learn how to communicate with partners, customers or VCs

Keywords : Project management, innovative project conception, teamworking, communication, analysis



Project based evaluation : teamwork attendance, oral presentations and report.