

Optional Unit: Digital Innovation and Entrepreneurship
(5 ECTS) RADMEP/UJM semester 3

Course instructor: Ass. Prof. Stéphane Foliard /Language of instruction: English

Overview

The current socio-economic and technological changes are unprecedented in scale and speed. Whether it is the globalization of the economy, questions of geopolitics, demographic and environmental issues, the evolution of the world is happening before our eyes, at every moment.

Succeeding in such environments requires agility, flexibility, resilience and the ability to initiate unprecedented cooperation in order to innovate and respond to these new challenges.

Companies are increasingly looking for individuals who can rethink ways of doing business, design new activities, create wealth, bring out real opportunities and explore unknown horizons.

The entrepreneurial posture, in that it carries capacity to anticipate, understand and act, is a dynamic that allows us to value the expertise of our teachers and develop the employability of our students, in a volatile, uncertain, complex and ambiguous environment.

The aim of this course is to develop the awareness of student on an entrepreneurial career. Using their technical knowledge, students develop their idea into a business idea. They develop creativity, teamwork, problem solving and imagine how they can turn their knowledge into a company

Learning outcomes

On successful completion of this course, students should have the skills and knowledge to:

- Understand their place in the entrepreneurial process
- Be able to turn an idea into a business idea
- Be able to present their idea in a convincing way
- Develop creativity, initiative, tenacity, teamwork, understanding of risk and a sense of responsibility
- Be able to transform ideas into action

Content

1. General introduction to entrepreneurship
 - a. What are we talking about when we talk about entrepreneurship?
 - b. Design thinking and entrepreneurship
 - c. Entrepreneurship and problem solving
 - d. Entrepreneurship and teamwork
2. The ideation process
 - a. Creativity workshop (brainwriting, diverging phase, reverse thinking ...)
 - b. An iterative process
 - c. Problem statement and value proposition
 - d. Agile method – paper prototyping
3. Test “into the wild”
 - a. Qualitative methods
 - b. The customer experience
 - c. To ask the right question
4. Business model
 - a. Business model generation
 - b. Compelling business model

Teaching methods

- Lectures and workshops: 20 hours

Assumed Knowledge

- None

Evaluation criteria

- Written presentation 50%
- Pitch contest 50%