

# MSc Entrepreneurship & Innovation

In partnership with



New in  
2020



*« Become a venture founder or an expert to develop innovative ideas in corporate settings! »*

**MEHDI BAGHERZADEH, HEAD OF PROGRAMME**



## DEVELOPING ESSENTIAL SKILLS



The MSc Entrepreneurship & Innovation equips students with the necessary tools and skills that are required to launch and develop their own ventures or to lead innovation projects in corporate settings while emphasizing digital innovation and entrepreneurship.

### 5 GOOD REASONS TO CHOOSE THE PROGRAMME

- Find out how to lead innovative problem solving & entrepreneurial projects in an existing organisation
- Plug into NEOMA BS entrepreneurship & innovation ecosystem, including entrepreneurs, investors, incubators and accelerators, and business leaders to get support and all resources needed to start up and scale your own business or lead innovation projects in corporate settings
- Learn how to launch and develop your own business venture during or after completion of the program
- Tap into global innovation and entrepreneurship network through our international seminars and study tours
- Gain exposure to NEOMA BS support and resources for digital innovation & entrepreneurship for digital transformation of your own business or in corporate settings

**PROGRAMME  
LAY-OUT**

**( SEPTEMBER  
TO APRIL )**

**( MAY TO  
DECEMBER )**

**FUNDAMENTAL COURSES**

SEPTEMBER ↔ DECEMBER

- ▶ Design Thinking
- ▶ Building & Leading Teams
- ▶ Innovation: from Plan to Action
- ▶ Entrepreneurial Journey
- ▶ Technology & Digital Opportunities for Business Development & Transformation
- ▶ Boosting Creativity,
- ▶ Individual Trajectory
- ▶ Leadership Seminar

JANUARY ↔ APRIL

- ▶ Business Model Innovation
- ▶ Managing Digital Transformation
- ▶ Business Research Methods
- ▶ Entrepreneurial Operations
- ▶ Entrepreneurial Marketing
- ▶ Entrepreneurial Finance
- ▶ Inclusive Innovation and Entrepreneurship
- ▶ Ethics, Innovation & Entrepreneurship
- ▶ Final Simulation

**PROFESSIONAL EXPERIENCE**

It can take the form of an internship (4-6 months), a job, the creation of a start-up company in France or abroad.

Academic research work

**PROGRAMME  
HIGHLIGHTS**



**EXPERIENTIAL AND IMMERSIVE APPROACH**

The MSc offers deepened academic courses blended with practical cases by professors and professionals from various corporate environments. Students will be engaged in learning by doing sessions based upon real-life corporate projects in global and innovative contexts.

**PROFESSIONAL EXPERIENCE  
(4 TO 6 MONTHS)**



An essential opportunity to apply the theoretical and practical skills learnt during the first two semesters in a professional environment. Students are free to carry out the internship in France or abroad, subject to approval by the internship director, based on its relevance to the MSc programme and course content.

**TAKING YOUR CAREER  
TO A NEW LEVEL**



The MSc Entrepreneurship & Innovation program prepares you to create your own venture or work on existing companies looking for new businesses, markets, or digital transformation, as well as consulting companies.