

## *Experience launching an innovative business with start-up creators and corporate entrepreneurs*

**Entrepreneurship is the art of recognition and exploitation of opportunities. Entrepreneurship is valuable within organisations as well as in the establishment of new ventures. Discovering entrepreneurial opportunities requires that individuals not only possess knowledge, but that they also have the cognitive abilities that allow them to value and exploit that knowledge.**

### CAREER OPPORTUNITIES

Entrepreneur, incubator advisor, executive consultant in strategy and business development, business development manager, business unit manager, marketing and sales manager in innovative start-ups and existing companies, venture capital/ investment fund advisor, auditor.

### THE VALUE PROPOSITION

- › Develop an entrepreneurial mindset and learn to think differently under the supervision and coaching of faculty-entrepreneurs
- › Experience the steps involved in launching and developing an innovative business with start-up creators and corporate entrepreneurs
- › Anchor entrepreneurial projects in sustainable growth and create meaning
- › Master the SKEMA Entrepreneurial Toolkit\* with hands-on experience
- › Acting as junior consultants, transfer acquired knowledge on the strategic management of innovation to new entrepreneurs/intrapreneurs
- › Experience, benefit from, and prosper among the unique resources and opportunities of the technology park ecosystems of Sophia Antipolis and Suzhou

\* SKEMA Entrepreneurial Toolkit: set of tools for entrepreneurs developed by SKEMA Faculty

### THE VALUE CHAIN

- › Lectures and tutorials with entrepreneurs and business angels
- › Active learning by working on innovative venture projects with entrepreneurs and intrapreneurs
- › Connections with cutting-edge academic research on entrepreneurship and innovation
- › Cross-fertilisation with local ecosystems (clusters, incubators, business angels, ...)
- › Students develop their own projects, give input on others' projects, write dissertations on innovative topics, share knowledge with start-up creators.

### PARTNERSHIPS

- › Sophia Antipolis local incubators, Sophia Business Angels, competitive clusters, Telecom Valley, Réseau Entreprendre PACA
- › Suzhou local incubators
- › Partnership with the Master Innovation and Technological Entrepreneurship (MNN) of the Tech de Monterrey (Mexico)
- › Students entrepreneurship cluster PEPITE Cre@tude

### ADMISSION CONTACTS

#### FRENCH STUDENTS

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#### INTERNATIONAL STUDENTS

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## Aarti Borole, MSc Entrepreneurship & Innovation 2014-15

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*This master course was very attractive especially because of the learning experience with international students; the work in multicultural teams added a lot of value.*

*The networking opportunities during the year were tremendous, including entrepreneurial meetings, alumni meetings and the start up contest.*

*The programme is built in such a way that you can work on different aspects of particular projects or business studies throughout the year. The understanding of this is made better by working on various case studies and real company projects. The availability and involvement of teachers is highly appreciated.*

*Presently, I am launching my own business called Optical Coating Technologies based on thin film coatings for lenses used in defence, electronics or optical equipment. So far, we have finalised the location, I'm now dealing with suppliers for machinery.”*

## Nicolas Baldacchino, MSc Entrepreneurship & Innovation, 2013-14

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*The MSc Entrepreneurship & Innovation provides all the background knowledge and theory as well as really practical tools that we are now able to use in work.*

*The mix between theory and practice (active learning) is fundamental in the understanding of the economic environment and will help us avoid making crucial mistakes in our future projects.*

*I really appreciated the involvement of all the teachers in our understanding of the subjects. Also they were all very available for us, be that for personal issues, job searching or start-up development. If you want to create your business or help other businesses develop their activities, this MSc is for you.*

*I'm now doing my internship at MBD consulting, a consulting firm specialised in marketing and business development, in charge of strategy and marketing”*

### SKEMA MSc EMPLOYMENT RATE:

- ▶ Rate of recruitment six months after graduation for this MSc: 100%.
- ▶ Average starting salary: €39,400

Source: SKEMA Career Center 2015 employment survey.

## PROGRAMME DIRECTOR

Philippe Chereau

## PROGRAMME STRUCTURE

### SEMESTER 1

MANDATORY COURSES	Credits
Globalisation	3
Research Methods and Critical Thinking	3
Identifying and Managing Business Opportunities	3
Eco-systems of Innovation	3
New Venture and Business Plan	4
Innovation and New Product Development	4
Effectual Strategic Marketing	3
ELECTIVES - 2 electives in the list below	
New Business Models for Sustainable growth / Sustainable Innovation from a Business Perspective	3
Finance for New Venture Management	3
Developing a Multisided Web Platform	3
Open Innovation	3
Business Plan Competition "Challenge Jeunes Pousses"	3
Empoyability & Career	1
TOTAL SEMESTER 1	30

### SEMESTER 2

MANDATORY COURSES	Credits
Advanced Strategy	3
Negotiation Skills	3
Entrepreneurial Finance	3
Strategic Management of Innovation	3
Project Management	4
Executive Strategic Consulting	4
Start-up Support (partnership with incubators)	3
ELECTIVES - 2 electives in the list below	
Advanced Research Methods	3
Launching an Innovative Venture in France	3
Web marketing for new ventures	3
Intellectual property	3
Entrepreneurial skills and leadership	3
Ethics, Governance and Entrepreneurship	3
Social Entrepreneurship	3
Empoyability & Career	1
TOTAL SEMESTER 2	30
Dissertation	30
TOTAL FULL YEAR	90

*These details are for information only and may be changed by the school without prior notice.*

## TUITION FEES

€16 500