

# ENTREPRENEURSHIP AND INNOVATION SUMMER PROGRAM



**Length:** 2 weeks

**Dates:**  
July 5<sup>th</sup> to the 16<sup>th</sup> 2021



**Prerequisites:**

The program is open to students coming from ALL DISCIPLINES with a strong interest in Entrepreneurship or Innovation.



**6 ECTS**

## ■ LEARNING OBJECTIVES

During the two weeks, you will take courses that are highly customized to respond to startups' real-life challenges. You will be introduced to entrepreneurship under conditions of uncertainty, how to apply Sarasvathy's principles of effectuation, and the lean startup business development methodology. In addition, you will gain practical skills to effectively understand, evaluate, create, and manage the innovation process within an organization.

## ■ PROGRAM

### Module 1: Business Modeling (3 ECTS)

At the end of this module, students should be able to:

- > explain the principles of effectuation and lean startups,
- > describe the components and functioning of a business model,
- > develop a value proposition,
- > identify the main sources of failed business models.

### Module 2: Managing innovation (3 ECTS)

At the end of this module, students should be able to:

- > understand the different typologies of innovation,
- > analyze the main internal and external sources of innovation,
- > explain the main challenges of managing innovation,
- > create managerial strategies to shape the innovation process.



## ZOOM ON... STARTUP CONSULTING

Today's graduates increasingly face tough challenges upon graduation due to heightened levels of globalization causing unpredictable economic environments and a wide variety of emerging issues **that call for a highly adaptable skillset to succeed in the labor market.** During this two-week program, students will take classes, engage in case discussions, and learn about the contemporary issues in entrepreneurship and innovation. This includes new venture development, innovation ecosystems, business modeling, and global innovation management. Topics will be selected with an eye to equipping students with the necessary skills **to develop and defend a real-life group project.** Students **will be exposed to real-world situations** as experienced by entrepreneurs, and their projects **will benefit from the valuable perspectives of international peers and the insights of faculty members.**

For more information: [www.ieseg.fr/en/programs/summer](http://www.ieseg.fr/en/programs/summer)