

International Business Innovation Project

Person in charge: Theodor Felezeu

Prerequisite: Basic knowledge in managerial and marketing training

Organization: lectures and staging in the form of innovation games, and workshop group work (Workload : 100h, 38h of face to face)

Evaluation: Final project defense, including presentation, strategy and marketing deployment file, face to face work including presence, project management and smooth group dynamics

ECTS: 4 credits

Context

The International Business Innovation Project (IBIP) aims to respond to a strategic business challenge in order to build an innovative offer by creating multicultural teams through the association of engineering students from around the world. The goal for teams is to build an innovative offer based on a real business case and present it to a jury of professionals. The issues and themes addressed are divided into two parts:

- Corporate: business cultures and organizations, social and environmental responsibility, international strategic issues;
- Business: marketing and sales strategy, circular economy, products & services strategy.

Objectives

Knowledge

Concepts

The following concepts, whose understanding is an objective of the module, will be addressed:

- Innovation (5h30): innovation issues and games;
- Corporate (6h): presentation of the partner company, mission, cultures of companies and organizations, societal and environmental responsibility, international strategic issues;
- Business (7h30): marketing and sales strategy, circular economy, business models, product & service strategy, storytelling;
- Project progress (19h): follow-up and support by an expert;
- Project progress (10h): unsupervised team work.

Skills

After completing the course, students will have learned to use the following tools / methods:

- Cubification
- Frugal innovation
- Design thinking approach
- Causal & Practical Approaches to Innovation
- Minimum Viable Product
- Conduct of an innovation process
- Models of corporate organization and governance
- Market study
- Mix Marketing
- Segmentation
- Positioning
- SWOT matrix
- TTM: Time To Market
- Roadmap concept
- Business Models
- CSR (Corporate Social Responsibility)

References

- Management: the Essentials / Stephen Robbins, David de Cenzo (Pearson)
- Stratégie Océan Bleu / W. Chan Kim, Renée Maubeuge (Pearson)
- The Innovator's Dilemma / Clayton Christensen (Popular economics)
- Open Innovation: The New Imperative for Creating and Profiting from Technology / Henry Chesbrough (HBS Press)
- Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers / Alexander Osterwalder (Strategyzer)
- Lean startup / Eric RIES (Crown)
- La vache cow / Seth GODIN
- Book of Ideation, The Tetra Pak Way / Sven Andren (Googol)
- Competitive Advantage / Michael E. Porter (1985)