Summer Schools
Management and Innovation in Europe

AIMS
- Learn to analyze the economics and management of innovation in Europe.
- Learn to understand European business models.
- Acquire product development, project management and entrepreneurial skills in a French context.

CONTENT
Innovation in Europe and Project Management of Innovative Products and Services
Learn to observe and analyze classic and recent trends in the economics of innovation in European countries. Acquire a foundation of the concepts required for successful completion of a project. Learn principles of IT innovation, communication, and motivation throughout the project life cycle. The course is designed as a combination of traditional lectures, exercises, group discussions, all oriented toward a final team project.

PROJECT: Essential Skills for Entrepreneurs in Innovation-driven Start-ups
This project focuses on entrepreneurial behavior, the ability to create innovative services or products.
- Conceive and present an innovative technological product for the French market as a member of a team, taking time management, budget and quality into account.
- Learn to conduct a market survey in an international context.
- Be able to pitch the project.

BIBLIOGRAPHY

PRE-REQUISITE
There are no pre-requisites for this course. Students are not assumed to have an intimate familiarity with economics.