

MSc ENTREPRENEURSHIP & INNOVATION

**BUSINESS
& STRATEGY**

**INTAKES: JANUARY & SEPTEMBER
CAMPUSES: SOPHIA ANTIPOLIS (FRANCE)
SUZHOU (CHINA)**



Experience launching an innovative business with start-up founders and corporate entrepreneurs

Entrepreneurship is the art of recognition and exploitation of opportunities. It 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, management consultant, business development manager, business unit manager, marketing and sales manager in innovative start-ups and corporates, venture capital/investment fund advisor...

Why choose this programme

- ▶ 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 innovation 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 MSc's locations, two advanced global centres of innovation:
 - Sophia Antipolis, a technology park home to over 2,000 companies, 36,000 employees from 63 nationalities and close to 10,000 researchers and students.
 - Suzhou, at only 30 minutes from Shanghai, China's largest economic, financial and industrial centre. SKEMA's campus is at the heart of an ecosystem which includes 480 research centres, 16 high tech incubators, 120 listed companies and 80,000 international students from 28 schools and universities.

* 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 campus: Sophia Antipolis local incubators, Sophia Business Angels, Angels' Bay Invest, SAAT Sud EST, Réseau Entreprendre PACA, PACA Emergence, students entrepreneurship cluster PEPITE Cre@tude.
- ▶ Suzhou campus: Crescenders, Suzhou local authorities, RanPower, Eolane, NewAccess Capital, Newhuadu Investment, Bonjour Brand.

Admission contacts for French students

France: +33 (0)1 41 16 76 71
or +33 (0)3 20 21 59 25
admissionspostgraduate@skema.edu

Admission contacts for International students

France: +33 (0)3 20 21 59 69
or +33 (0)1 41 16 75 34
USA: +1 (919) 535-5701
China: +86 512 6260 2865
international.admissions@skema.edu

skema
BUSINESS SCHOOL

6

campuses on
four continents

8000
students

120+
nationalities on
SKEMA's campuses

42,000
graduates throughout the
world in 145 countries

Triple
accreditation



25th best worldwide Master in
Management (2018)

4th best worldwide MSc Financial
Markets & Investments (2018)

WWW.SKEMA.EDU

Programme structure

Sophia Antipolis campus

Semester 1	CREDITS
MANDATORY COURSES	
Eco-systems of Innovation	3
Identifying and Managing Business Opportunities	4
New Venture and Business Plan	4
Innovation and New Product Development	3
Sustainable Innovation from a Business Perspective	3
Finance for New Venture Management	3
Effectual Strategic Marketing	3
ELECTIVE COURSES - 2 electives in the list below	
Ethics, Governance and Entrepreneurship	3
Research Methods and Critical Thinking	3
Developing a Multisided Web Platform	3
Open Innovation	3
Crowd-driven Entrepreneurship	3
Business Plan Competition "Challenge Jeunes Pousses"	3
Community Service SKEMA Venture Factory - The Family	3
Market Research	3
Employability & Career	1
TOTAL SEMESTER 1	30
Semester 2	
MANDATORY COURSES	
Advanced Strategy	3
Negotiation Skills	3
Entrepreneurial Finance	3
Strategic Management of Innovation	3
Project Management	3
Executive Strategic Consulting	4
Start-up Support (partnership with incubators)	4
ELECTIVE COURSES - 2 electives in the list below	
Launching an Innovative Venture in France	3
Web Marketing for New Ventures	3
Intellectual Property	3
Entrepreneurial Skills and Leadership	3
Social Entrepreneurship	3
Employability & Career	1
TOTAL SEMESTER 2	30
Dissertation or Business Plan	30
TOTAL FULL YEAR	90

“My passion for startups and insatiable yearning for knowledge

in the startup domain has led to me choose this programme. And it has definitely proved to be worth the effort.

An opportunity struck while I was doing my second semester. As part of an academic course in the school, I met with a startup firm in Sophia Antipolis and I am currently working there as an intern. I am part of the strategy team dealing with competitive analysis, strategic objectives, product definition and pricing. It has indeed been an amazing experience to be part of this business school. I have enjoyed the multicultural environment, working with different nationalities and mindsets. I believe such an outlook and confluence is imperative to shape one's self and be a global citizen.”,

Aftab Mohiyudeen,

MSc Entrepreneurship & Innovation 2016-17

Programme structure

Suzhou campus

Semester 1	CREDITS
MANDATORY COURSES	
Eco-systems of Innovation	3
Identifying and Managing Business Opportunities	3
New Venture and Business Plan	4
Innovation and New Product Development	3
Sustainable Innovation from a Business Perspective	3
Finance for New Venture Management	3
Effectual Strategic Marketing	4
Ethics, Governance and Entrepreneurship	3
ELECTIVE COURSES - 1 elective in the list below	
Open Innovation	3
Research Methods and Critical Thinking (mandatory for those doing a dissertation)	3
Developing a Multisided Web Platform	3
Employability & Career	1
Chinese Language	
TOTAL SEMESTER 1	30
Semester 2	
MANDATORY COURSES	
Advanced Strategy	3
Negotiation Skills	3
Entrepreneurial Finance	3
Strategic Management of Innovation	3
Project Management	3
Executive Strategic Consulting	4
Start-up Support (partnership with incubators)	4
Launching an Innovative Venture in China	3
Web Marketing for New Ventures	3
Employability & Career	1
TOTAL SEMESTER 2	30
Dissertation or Business Plan	30
TOTAL FULL YEAR	90

“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 „

Aarti Borole,

MSc Entrepreneurship & Innovation 2014-15

“This MSc has been a personal accelerator for me in my life.

The course was about transmitting knowledge, building teamwork and personal skills through real-life projects instead of just theory being given to students.

The course has provided me with international exposure like the Global Young Leaders programme held in Israel.

Presently I am doing my internship with SATT Sud-Est, a Technology transfer office, and a partner of SKEMA Business School, with the aim of creating a startup with a researcher. ”

Archit Bidawatka

MSc Entrepreneurship & Innovation 2017-18

“ The combination of theory and practice is one of the strong pillars of the MSc.

This is underlined by the dynamic exchange with the Sophia Antipolis entrepreneurial ecosystem. Students were challenged to apply the fundamentals taught in the classroom with local entrepreneurs, companies, and investors (and, of course, among the students themselves).

Networking was built in from day one, and entrepreneurship was experienced daily.

Innovation is a fascinating topic, and this programme is the right one for those who want to dig deep into it.

I'm now working in the venture capital industry. I'm the co-founder of Circle Ventures, an investment and acceleration platform helping Brazilian deep-tech startups solve key problems of the main global value chains. ”

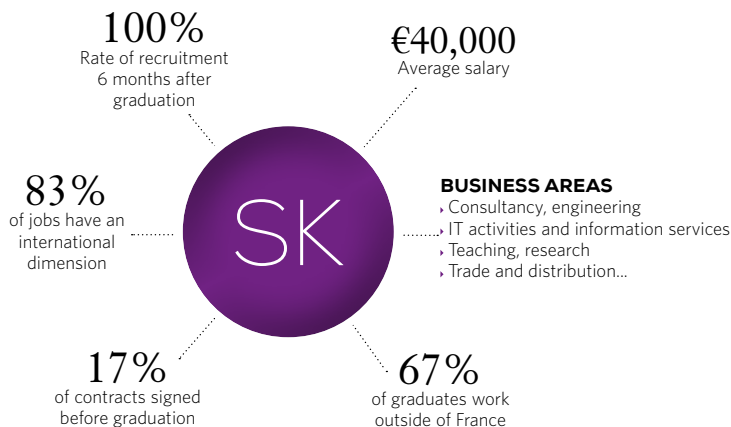
Pedro Peixoto

MSc Entrepreneurship & Innovation 2017-18

SKEMA MSc Employment rate

MSc Entrepreneurship & Innovation

SKEMA Careers Service employment survey class of 2016



Programme Directors

- › Sophia Antipolis: Nicolas Servel
- › Suzhou: Hua Lin

Tuition fees

- › One-year MSc: €16,900
- › Two-year MSc option: €28,000 (total fees for two year's tuition)

Recruiting companies

AEXELE, GB & Smith, Hilti, Kudoz, Platinum Group, Rosetta Stone, Why innovation...