

Name of Module: I&E Principles	Credit Points (ECTS): 4	Module-ID: SMZ1ID5
Person Responsible for Module (Name, Mail address): Cédric Ulmer, cedric.ulmer@francelabs.com, I&E UNS coordinator		
University: UNS	Department: Computer Science, Faculty of Science	

1. Prerequisites for Participation

According to general prerequisites for EIT Digital KIC master programs.

2. Intended Learning Outcomes

- In depth understanding of the general process and roles involved in developing an idea and starting up a new technology-based company. This also includes strong communication skills, both written and oral.
- The ability to systematically explore customers and markets
- In depth understanding and the ability to systematically explore business organization and projects
- In depth understanding and the ability to systematically explore basic product and process development
- In depth understanding and the ability to systematically explore basic entrepreneurial finance
- In depth understanding and the ability to systematically explore the important elements in managing companies and developing its human resources

3. Content

Idea generation, technology-based entrepreneurship, marketing and markets, sales techniques, organization and project management, new product and process development, entrepreneurial finance, human resource development.

More details are provided below.

4. Teaching and Learning Methods

The content of the module is based on advanced lectures into the above mentioned topics. In addition, for each topic whenever possible, the students get lectures/presentations from entrepreneurs. Besides, they are introduced to entrepreneurial venues, companies, incubators, etc. This gives a practical illustration of a complete business development process, not simply on one specific topic.

Total volume in class with mentors, lecturers, etc. (lecture, or practice labs): **36 h**. Obviously, students are asked to allocate approx. twice the same volume for self-study. Individual work consists of preparing for lectures and parts of assignments.

The course focuses on **specific aspects from Innovation cycle** and starts after the course on business development from the Communication and Management in I&E module.

4 subparts, handled by experts in their respective area:

- Technology-based entrepreneurship, product ideation and development cycle [C Ulmer, FranceLabs]
- Understanding customers, business opportunities and marketing [Jean-Bernard Titz, Dev-Help]
- Project management and business organization, including human resources management, and building a team, a company [S.Roux, Brandsilver]
- Entrepreneurial finance (vs. corporate finance) : accounting basics , cash flow, P&L, ... including how to go to market (fund raising, venture financing, valuation, etc), financial aspects of the Business Plan [M. Callois Ceei]

5. Assessment and Grading Procedures

1st subpart: two homeworks (30 and 50% respectively) and one written exam (20%)
2nd subpart: homework, and oral presentation (50% each)
3rd subpart: group work (100%)
4th subpart: group work and homework (50% each)
Global grade of the module: $\frac{1}{4}$ for each subpart

6. Workload calculation (contact hours, homework, exam preparation,..)

36h in class, and 72h personal work

7. Frequency and dates

Once a year, on 1st semester

8. Max. Number of Participants

No limit

9. Enrolment Procedure

None

10. Recommended Reading, Course Material

- Project Management, Olaf Offenhiem (ebook)
- Understanding Organizations, Tony Greener (ebook)
- Innovation and Small Business, Vol. 1&2, Brychan Thomas, Christopher Miller & Lyndon Miller (ebook)
- Entrepreneurial Finance; Strategy, Valuation, and Deal Structure, Janet Kiholm Smith, Richard L. Smith, And Richard T. Bliss, Standford Univ. Press

11. Other Information (e.g. home page of module)

<http://www.i3s.unice.fr/csmaster/mods/landE.html>