

EXECUTIVE MASTERS - 100% ONLINE

## EXECUTIVE MSc IN INNOVATION & ENTREPRENEURSHIP

Innovation and entrepreneurship play a crucial role in creating value and ensuring the success and sustainability of companies throughout the world. This is why we have designed this online degree program to meet the specific needs of current and future business leaders in charge of innovation or business development, as well as experienced or aspiring entrepreneurs.

### BENEFITS

- **Develop a new way of thinking** to capitalize on different opportunities in an organization or business venture
- **Learn to create or identify** potential innovations
- **Raise capital and find the best talents**, launch and manage rapid growth and reduce risk factors
- **Bring ideas to life** by working on a team project
- **Global Learning Community**

### OBJECTIVES

- **Obtain an MSc degree** from one of the leading business schools in the world **without having to leave your home** or workplace
- **Meet and exchange** with respected business people from across the globe and successful entrepreneurs online
- **Work on a real life challenging team project** in order to commercialize an idea, product, technology or business proposition

### LEARNING METHODS

The fully online nature of the program allows participants to acquire new knowledge and skills without having to compromise their personal and professional commitments, while benefitting from direct interactions with HEC Paris Faculty, and personalized support from an HEC Paris Learning Coach. The project-based learning activities combine asynchronous courses, interactive webinars facilitated by HEC Paris professors, and team coaching by experienced entrepreneurs.

### PARTICIPANT PROFILE

This program will help participants prepare for a career in business as an entrepreneur or intrapreneur, a consultant in Innovation Management, a decision-maker for launching innovative projects and making R&D investments, or a member of the executive team in a company.

Degree: *MSc in Innovation & Entrepreneurship*

\* Net price, HEC Paris is not subject to VAT.  
Prices, dates, faculty and program content are subject to change.  
For the latest updates go to: [www.hec.edu](http://www.hec.edu)



#### Academic Director

**Svenja Sommer**  
Associate Professor, HEC Paris

#### Duration

18 months: 20 courses

#### Dates

2 intakes per year: June and December

#### Tuition fees\*

€ 21,950

#### Our Partner

**coursera**

The world's leading state-of-the-art online learning platform

#### Contact

For more information  
+33 (0)1 39 67 75 34  
[msie@hec.fr](mailto:msie@hec.fr)

### PROGRAM

The aim of the pre-established schedule of the MSc in Innovation and Entrepreneurship is to create a strong group dynamic and an enriching learning experience from the outset. It also makes it easier for participants to work more closely and exchange with their professors and program team.

#### PART ONE: CERTIFICATE COURSES

10 fundamental courses

These online foundational courses enable participants to acquire the necessary skills to scale up a company, boost creativity, manage new product development processes, capitalize on social media for marketing purposes and clearly define business strategy in individual contexts.

- *Entrepreneurial Strategy: from Ideation to Exit*
- *Building your Leadership Skills*
- *Boosting Creativity*
- *Business Strategy*
- *New Product Development*
- *Design Thinking*
- *Social Entrepreneurship and Change-making*
- *Organizational Design and Management*
- *Marketing through Social Media*
- *Strategic Management of Innovation*

#### PART TWO: PROJECT-BASED COURSES

10 project-based courses

The Degree part of the program, in which participants work on a team project, enables participants to apply all the theories and practical expertise gained during the program to create a new product, service, brand or organization. The goal is to move a team project forward, from initial conception to commercialization during the project-based period. Participants will be mentored as a team by a highly experienced entrepreneur/business leader.

- *Team Working*
- *Developing a Customer-centric Strategy through Marketing*
- *Fundamentals of Negotiations*
- *Scaling Up Operations*
- *Managing the Performance of a Growing Enterprise*
- *Business Model Innovation with the Odyssey 3.14 approach*
- *Intellectual Property Law for New Businesses*
- *Entrepreneurial Finance*
- *How to Create a Business Plan*
- *Private Equity and Venture Capital*

Successful completion of Part one and Part two leads to the MSc in Innovation and Entrepreneurship.

### PLEASE NOTE

The content of the program is constantly evolving in order to keep up with the latest developments in the field of entrepreneurship. Please contact your Program Advisor for the latest updates.

The official title for this degree program that will appear on your diploma upon completion is the MSc in Innovation & Entrepreneurship. This program requires completion of 90 ECTS credits in order to earn the MSc degree. This program is different from "Master of Science" degrees which typically require 120 ECTS credits. If you intend to pursue a PhD degree upon graduation or apply for employment which requires a master-level degree beyond 90 ECTS credits, investigate whether the MSc meets your academic and/or professional needs before applying.