

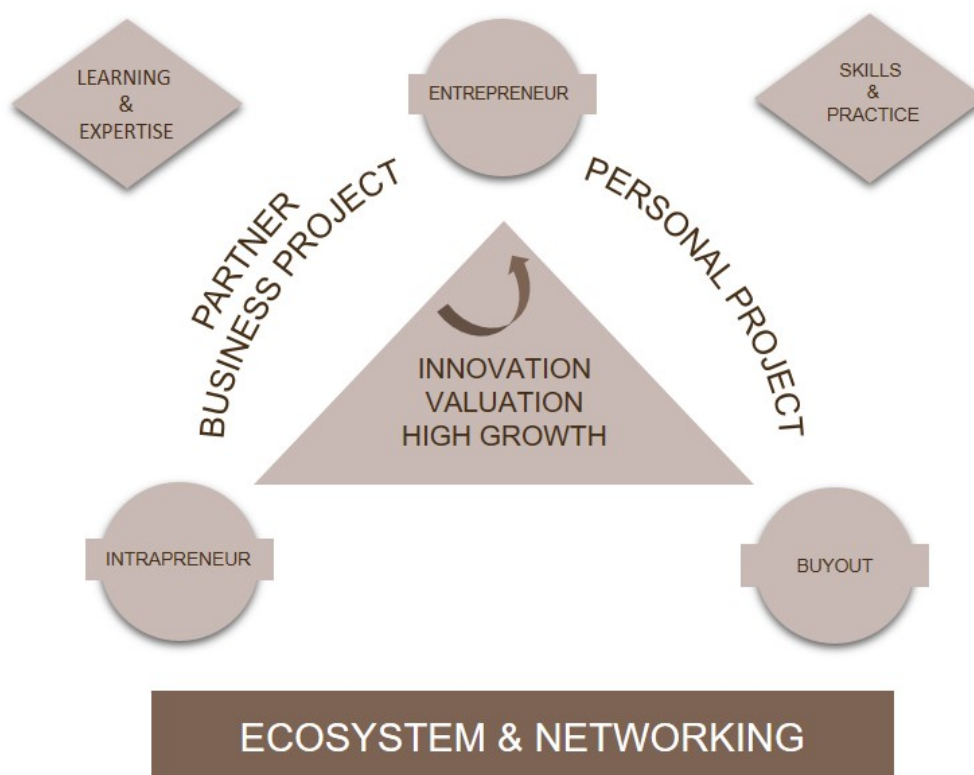


OVERVIEW

Programme redesigned for Sept. 17

This programme will equip you, as entrepreneurs and intrapreneurs with the competencies to create and manage global enterprises. The programme focuses on building your practical entrepreneurial skills to shape your creative talent and shape innovative & entrepreneurial initiatives. Field trips to entrepreneurship hubs ([Silicon Valley](#), Brussels, Paris), extensive coaching with experienced practitioners and help from the EDHEC incubator are key features of the programme.

Through this revised programme you will be introduced to the lean-start up methodology and to the community of lean thought leaders who are reshaping the way innovation is thought about and practiced in businesses large and small. The course will prepare you to build and test new opportunities quickly and successfully, using an iterative process culminating in product - market fit.



The MSc in Entrepreneurship and Innovation Management at EDHEC is both theoretical and practical, preparing you for an array of entrepreneurial careers such as business start-up, innovation management, enterprise support and consultancy. For the contemporary organisation, this programme will provide managers with the capabilities to foster and encourage corporate entrepreneurship and innovation. By the end of the programme, you will be equipped with the practical skills, know-how and mindset to make an economic and social impact on the world of entrepreneurship.



Jean Michel Ledru,
Co-Director of the MSc. in Entrepreneurship
and Innovation Management & Director of EDHEC Young Entrepreneurs



Dr Clare Gately,
Professor of Entrepreneurship,
Co-Director of the MSc. in Entrepreneurship
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Learning outcomes

- Create start-ups; or initiate and manage new business ventures or lead buyouts
- Develop an entrepreneurial mindset and network

- Develop and implement appropriate business plans with an international perspective
- Initiate, identify and convert relevant innovation into business successes
- Master business development strategies with a focus on international development strategies