



Project Management



Course level: Master (M2) **Track(s):** [MLDM]

ECTS Credits: 2

Course instructors: Stéphane Foliard

Education period: [3rd] semester **Language of instruction:** English

Expected prior-knowledge: none

Aim and learning outcomes: The aim of this course is to develop the awareness of student on an entrepreneurial career. Using their technical knowledge, students develop their idea into a business idea. They develop creativity, teamwork, problem solving and imagine how they can turn their knowledge into a company. They design a “fake” crowdfunding application as a final task.

Keywords: creativity, design thinking, entrepreneurship awareness, entrepreneurial ecosystem.

Syllabus:

- Creativity and ideation process
- Design thinking approach, problem solving and value proposition
- Prototyping and customer experience
- The got to market strategy
- The funding strategy

Organisation and timetable: 20 hours

Form(s) of Assessment: oral presentation and “fake” crowdfunding application.