

MASTER 2

INNOVATION ET MANAGEMENT DES TERRITOIRES

LOCAL ENTREPRENEURSHIP AND INNOVATION POLICIES

ENSEIGNANT :

Nom : [Potter](#)
Prénom : [Jonathan](#)
Mail : jonathan.potter@oecd.org

OBJECTIFS DE L'ENSEIGNEMENT :

To increase knowledge of public policy approaches used at sub-national level for stimulating entrepreneurship and innovation.

To understand the rationales, design features, success factors, problems and impacts of different types of local entrepreneurship and innovation policies.

To build students' capacities to assess the strengths and weaknesses of different policy approaches and their understanding of principles of policy design and evaluation.

PRÉ-REQUIS :

Students should have a basic understanding of entrepreneurship and innovation issues and processes. Students should have a good knowledge of English. The course will be given in English, although students may express themselves in French and oral summaries may be offered in French.

PLAN / SOMMAIRE :

The course will examine local entrepreneurship and innovation policies using the concepts of local entrepreneurship ecosystems, regional smart specialisation policy, and inclusive entrepreneurship policy. It will illustrate the policy issues and practices through a focus on various key policy intervention areas such as influencing entrepreneurship culture, regulations, access to finance, access to skills, and access to knowledge. It will include extensive discussion of descriptions and assessments of international policy case examples. Policy examples will be introduced from OECD work in a range of countries including Denmark, France, Ireland, the Netherlands, Poland, the United Kingdom and the United States of America.

An indicative schedule for the course is set out below:

- The local entrepreneurship ecosystem framework for designing policies for improving institutions and access to resources for entrepreneurs. The concept and practice of regional smart specialisation policy.
- Policies for knowledge exchange – embedding large firms and higher education institutions in local entrepreneurship ecosystems, as anchors for start-ups, scale-ups and SME innovation. Inward investment policies and encouraging local large firm open innovation engagements. Stimulating university research commercialisation and student entrepreneurship.
- Policies for skills development – developing local skills ecosystems. Approaches to local skills needs profiling, engaging small firms in training, strengthening small business management practices.
- Policies for inclusive entrepreneurship – offering people from different social groups (women, youth, immigrants, the unemployed etc.) equal opportunities for entrepreneurship.
- Methodologies for evaluating the impact of local entrepreneurship and innovation policies.

ELEMENTS BIBLIOGRAPHIQUES :

- OECD (2007) OECD Framework for the Evaluation of SME and Entrepreneurship Policies and Programmes, OECD Publishing, Paris.
-



ECONOMICS AND
MANAGEMENT
GRADUATE SCHOOL AND RESEARCH



UNIVERSITÉ
CÔTE D'AZUR