

<b>Name of Module: Basics I&amp;E</b>	<b>Credit Points (ECTS): 6 in Semester 1</b>	<b>Module-ID:</b> Basics in I&E (code EMEIE101 for 3 ECTS) + <b>Business intelligence</b> (code <b>TBD</b> for 3 ECTS). Part of the <b>S7-UE3 Innovation&amp;Entrepreneurship</b> block
<b>Person Responsible for Module (Name, Mail address): I&amp;E UCA coordinator, Galena Pisoni</b>		
<b>Université Côte d'Azur</b>	<b>Department: Polytech Nice Sophia</b>	

<b>1. Prerequisites for Participation</b>
According to general prerequisites for EIT Digital Master school programs.

<b>2. Intended Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• In depth understanding of the general process and roles involved in developing an idea and starting up a new technology-based company</li> <li>• The ability to systematically explore customers and markets</li> <li>• In depth understanding and the ability to systematically explore business organization and projects</li> <li>• In depth understanding and the ability to systematically explore basic product and process development</li> <li>• In depth understanding and the ability to systematically explore basic entrepreneurial finance</li> <li>• In depth understanding and the ability to systematically explore the important elements in managing companies and developing its human resources</li> </ul>

<b>3. Content</b>
Idea generation, technology-based entrepreneurship, marketing and markets, organization and project management, new product and process development, entrepreneurial finance, human resource development

<b>4. Teaching and Learning Methods</b>
---

This module (officially named **Innovation 1**), is split in two courses.

The first one "**Basics**" is under the responsibility of the I&E coordinator. It is organized along on-line and in class courses. Total hours 30.

- Introduction to Technology Entrepreneurship (1 lesson x 3h)
- Value chain and IP (1 lesson x 3h)
- Social capital, strategic alliances, networks (1 lesson x 3h)
- Organizational structures and human resources (1 lesson x 3h)
- Digital Transformation and Designing Business Models for digital ecosystems from Moodle EIT Digital on-line courses platform (2 lesson x 3h)
- Shared lesson among several EIT Digital Universities (1 lesson x 3h)
- Technology-based entrepreneurship, product ideation, and development cycle [Cedric Ulmer, FranceLabs] (3 lessons x 3h)

For each topic whenever possible, the students get lectures/presentations from entrepreneurs. In particular, occasionally an entrepreneurship lunch is organized, participation to it is mandatory for EIT Digital students.

The second one is entitled "**Business intelligence**". Total hours 24.

The course will provide an overview on different project management techniques, comparison between them, as well as rationale for choosing which methodology to use in different situations and for different project's needs. Practical case studies will be shown throughout the course

The distribution for 6 ECTS is: 150 hours distributed in

Lectures including related to blended teaching: 54h

Self-study: 66 h

Inspirational lectures (presentations of entrepreneurs): 10 h

Project work on cases in groups: 20 h

## 5. Assessment and Grading Procedures

50% first course (3 ECTS) + 50% second course (3 ECTS)

For the first course the decomposition is:

- Value chain and IP, Social capital, strategic alliances, networks, organizational structures and human resources, and participation to entrepreneurial lunches and lessons, 35%
- Digital Transformation and Designing Business Models for digital ecosystems from Moodle EIT Digital, 30% of mark, based on the assignments and quizzes performance
- Technology-based entrepreneurship, 35% of mark

The in-class courses are assessed based on assignments about real business cases. These business cases are used in lectures as practical illustrations.

Second course is graded as follows:

- Project management basics, 60% of mark
- Work on project, 40% of mark

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

See above

**7. Frequency and dates**

Once fall term

**8. Max. Number of Participants**

---- 20

**9. Enrolment Procedure**

--- Automatic enrollment of EIT Digital Master 1 students. (Reserved seats)

**10. Recommended Reading, Course Material**

For the basis courses: per addressed topic:

- Byers, T. H., Dorf, R. C., & Nelson, A. J. (2011). *Technology Ventures From Idea to Enterprise*, McGraw-Hill. *New York*.
- Gedajlovic, E., Honig, B., Moore, C. B., Payne, G. T., & Wright, M. (2013). Social capital and entrepreneurship: A schema and research agenda.
- Shane, S., & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of management review*, 25(1), 217-226.
- Eckhardt, J. T., & Shane, S. A. (2003). Opportunities and entrepreneurship. *Journal of management*, 29(3), 333-349.
- Alvarez, S. A., & Barney, J. B. (2007). Discovery and creation: Alternative theories of entrepreneurial action. *Strategic entrepreneurship journal*, 1(1-2), 11-26.
- *Understanding Organizations*, Tony Greener (ebook)
- *Innovation and Small Business*, Vol. 1&2, Brychan Thomas, Christopher Miller & Lyndon Miller (ebook)

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

**General EIT Digital I&E Minor structure at UCA :**

Note that the **S7-UE3 Innovation&Entrepreneurship** of 9 ECTS of semester 1 (aka S7 for semester 7) includes three courses, each with coefficient 3, and the average total mark permits to collect the 9 ECTS as soon as it is  $\geq 10$  over 20. One of the three courses pertain to the BDL for a coefficient of 3. The two other courses, each having a coefficient of 3, pertains to the category Basics in I&E EIT Digital module (basis and entrepreneurship, each for a coefficient of 3).

<b>Semester 1 - S7-UE3 Innovation&amp;Entrepreneurship</b>	<b>9 ECTS</b>
Basics in Innovation and Entrepreneurship (coeff 3) code <b>EMEIE101</b>	Galena Pisoni
Business Development Lab Introduction (coeff 3) code <b>EMEIE102</b>	Galena Pisoni/Luc Ferrier
<b>Business Intelligence</b> (coeff 3) code XXX	Melissa Michelete

Note that the **Business Development Lab and Summer School** of 9 ECTS of semester 2 includes the mandatory summer school mark for a coefficient of 4, and the rest pertains to the BDL for a coefficient of 5

<b>Semester 2 - Business Development Lab and Summer School - code EMEIN20, part of S8-UE3 Innovation&amp;Entrepreneurship</b>	<b>9 ECTS</b>
Code EMEIN20: Business Development Lab (coeff 5) and EIT summer school (coeff 4)	Galena Pisoni

Overall, spanning the two semesters, the BDL overall material and work is accounted for 8 ECTS.

Note that for **S8-UE3 Innovation&Entrepreneurship** block, you should reach 15 ECTS in total, that means that you should choose two courses out of the 3 options below. In addition, you may choose from available DS4H courses (TBC). They complement both the I&E minor specifications (Basics in I&E and BDL prescribed by EIT Digital minor).

<b>S8-UE3 Innovation&amp;Entrepreneurship</b>	<b>6 ECTS</b>
<b>Data science for business</b> code XXX	Jean Martinet
<b>Innovation management in large organizations</b> code XXX	David Queva
<b>Digital innovation in Fintech</b> code XXX	Galena Pisoni

Overall, the minor in I&E in the EIT Digital UCA Data science track accounts for a total of 24 ECTS.