

Course 301 – “Practice of Innovation: a collaborative approach” - [3 ECTS]

4 days – 24 hours

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Description or General objectives:

This common core course;

- provides an understanding of the mechanisms of innovation, from the generation of ideas to the launch of new offers, whether these relate to disruptive or incremental innovations;
- identifies the obstacles to innovation and the difference between entrepreneurship and intrapreneurship;
- tackles the main legal issues surrounding innovation, from an organisational perspective (corporate form and choice of governance, questions of power, money matters, etc.).

Prerequisites:

Good level of general culture, particularly in the arts sector.
Basic understanding of entrepreneurship

Learning: intervention content (concepts covered, knowledge, references, methods, resources, extended research, etc.):

1. Identification of basic concepts and methods in order to rapidly test innovation ideas, to diagnose innovative projects;
2. Determining tools in order to adopt an innovation approach based on at least three objectives:
 - Changing perspective and developing new ideas;
 - Collectively generating innovation;
 - Lifting constraints on change.
3. Contextualising the references and concepts which make it possible to decipher diversity, specific challenges and the criteria for choice of organizational forms (SAS, cooperative, etc.).

Assessment methods:

- Individual written examination making it possible to obtain a knowledge assessment mark, [60% of the overall mark]
- Group production of a 3-minute video on an innovative project [40% of the overall mark]