

Description

This module enables students to:

- Gain an understanding of innovation mechanisms, from coming up with ideas to launching new offers, whether these relate to disruptive or incremental innovations.
- Identify obstacles to innovation and the difference between entrepreneurship and intrapreneurship.
- Tackle the main legal issues surrounding innovation, from an organisational perspective (corporate form and choice of governance, questions of power, money matters, etc.).

Detailed objectives

- Identify basic concepts and methods to rapidly test innovation ideas and diagnose innovative projects.
- Identify tools to adopt an innovation approach based on at least three objectives:
 - Changing perspectives and developing new ideas,
 - Collectively generating innovation,
 - Lifting constraints on change.
- Contextualise references and concepts which make it possible to decipher diversity, specific challenges and the criteria for choice of organisational forms (SAS, cooperative, etc.).

Assessment methods

Evaluation method	Percentage of overall mark
Group production of a 3-minute video on an innovative project	40%
Individual written examination (knowledge-assessment mark)	60%