

## Summer Schools

### Management and Innovation in Europe

#### AIMS

- Learn to analyze the economics and management of innovation in Europe.
- Learn to understand European business models.
- Acquire product development, project management and entrepreneurial skills in a French context.

#### IDENTIFICATION

CODE : DRI-INNOV-US-MG  
ECTS : 6.0

#### HOURS

Lectures :	45.0 h
Seminars :	0.0 h
Laboratory :	0.0 h
Project :	0.0 h
Teacher-student contact :	45.0 h
Personal work :	75.0 h
Total :	120.0 h

#### ASSESSMENT METHOD

-Evaluation of prototype and pitch  
by a panel of experts.

#### TEACHING AIDS

#### TEACHING LANGUAGE

English

#### CONTACT

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#### CONTENT

Innovation in Europe and Project Management of Innovative Products and Services  
Learn to observe and analyze classic and recent trends in the economics of innovation in European countries.  
Acquire a foundation of the concepts required for successful completion of a project. Learn principles of IT innovation, communication, and motivation throughout the project life cycle. The course is designed as a combination of traditional lectures, exercises, group discussions, all oriented toward a final team project.

#### PROJECT: Essential Skills for Entrepreneurs in Innovation-driven Start-ups

- This project focuses on entrepreneurial behavior, the ability to create innovative services or products.
- Conceive and present an innovative technological product for the French market as a member of a team, taking time management, budget and quality into account.
  - Learn to conduct a market survey in an international context.
  - Be able to pitch the project.

#### BIBLIOGRAPHY

#### PRE-REQUISITE

There are no pre-requisites for this course. Students are not assumed to have an intimate familiarity with economics.

## INSA LYON

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