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1. Learning objectives

Provide some tools to navigate in non-academic world; Training to basics in entrepreneurship; Sensitization to creative thinking, innovation and business development; Develop one's professional network; Stimulate curiosity

2. Topics

1) From creativity to Innovation; 2) From Innovation to business

Ex: Methods to create and innovate, business model, marketing strategies, private and public funding of a start-up, intellectual property, GRP business model...

3. Teaching

Online part (September to December): Self-access to videos, documents, interviews, live online conferences

Hands-on week (January 9-12 2024): team work, find a business idea (helped by consultants), writing and pitching of a business model. Shared (offered) lunch with entrepreneurs and jury members. Conviviality, networking

4. Examination

During online part: Weekly quizzes, one written task (business ideas + 3 business scenarios)

During hands-on week: written business model + pitch (group work).

5. Speakers/topics

Estèle Jouison and Alain Meiar (IAE, University School of Management), Emmanuel Frouté (teacher in business schools + entrepreneur), Julien Cruz (freelance incubator for start-ups), Franck Duquesnois (training to pitch), local entrepreneurs (networking during hands-on week), incubators representatives, Ubeelab, Agnès Nadjar (Pr Neurosciences)