

Master of Law, Business, Management
Management and business administration honours
Entrepreneurship studies

Do you want to be your own boss? Do you like taking calculated risks?

Take on the entrepreneurial challenge with a Master at IAE Saint-Etienne!

This Master's course provides group and individual project support with research professors, consultants, directors and company founders.

Objectives

- > Provide awareness of the issues involved in founding a business, taking over a business and developing an innovative project
- > Provide the keys to success for those who want to go down the entrepreneurial avenue and remove the mystique surrounding being an entrepreneur
- > Help attendees to seize opportunities and prepare to run the emerging company
- > Train attendees to present, champion and write a business plan

Who's it for?

Target audience

- > students from IAE partner schools who wish to have a joint degree
- > students with a minimum of a Master's degree or employees from any sector who have started studying again and have a start-up project

Course

Master 2

	Master 2 Entrepreneurship		Hours	ECTS
Semester 1	Module 1 Entrepreneurship	Entrepreneurship Intrapreneurship International Entrepreneurship Leadership and business management	60	7
	Module 2: Operational and market research	Marketing new brand marketing Market research	35	4
	Module 3: Strategy and Innovation	Business model Entrepreneurial strategies Innovation management Strategy management	67	11
	Module 4: Approach to management for the entrepreneurial project	Accounting Financial management financial for the project project	32	5
	Module 5: Legal and tax aspects for the entrepreneurial project	Social law Corporate law	25	3
Semester 2	Module 6: Entrepreneurial project management	Business plan and group support Individual support of entrepreneurial project Business plan arrangement Placement (minimum 4 months)	6 hours per student	30

	Optiona l manage ment	Management research training	36	
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In addition to training modules:

- > joint group and individual support for the chosen project
- > conferences and meetings with experts and support professionals

Teaching method

Teaching objectives are based on the attendee's entrepreneurial project. Career prospects are intended for the short or mid-term to retain the benefit of the business plan.

Calendar

- > Approximately 250 hours face to face teaching over 18 weeks from September to February
- > Classes are on Thursdays and Friday (subject to modification)
- > Business plan submission from late June to early September