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## 2EL2190 – Innovation management and business creation

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**Instructors:** Éléonore MOUNOUD  
**Department:** DÉPARTEMENT SCIENCES HUMAINES ET SOCIALES  
**Language of instruction:** FRANCAIS  
**Campus:** CAMPUS DE PARIS - SACLAY  
**Workload (HEE):** 60  
**On-site hours (HPE):** 35,00  
**Elective Category :** Business Sciences  
**Advanced level :** No

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### Description

Innovation poses significant and multiple managerial challenges for companies. On the one hand, many companies find it difficult to innovate, because their organisation, which is the basis of their successful business model, is also a brake on innovation, which is why Innovation Departments have been created alongside R&D, Marketing and Strategy Departments. On the other hand, even more start-ups are exploring and experimenting with new business models, in order to find out what is valuable for the customer, how to deliver this value, and how to make money while doing so.

This course aims to explore in a concrete way the managerial and societal challenges posed by innovation in a world in crisis (health, climate, social, economic, financial ...). It is organised in partnership with the CS Entrepreneurship Department (Anita de Voisins, Rodolphe Rosier, Christophe Rittano) and the entrepreneurship and innovation training association, Matrice.io (Emmanuel Ea, Thibaud Dumas).

This course is organised in two parts

- a cycle of conferences and testimonies on the challenges of innovation where you deepen your knowledge of the challenges of transformation (Digital, Carbon, Impact) and you translate them into opportunities / threats to face and strengths to develop (weaknesses to overcome) for the start-up you are studying
- a cycle of working sessions where you develop your analysis in a team and in an iterative way to diagnose the innovation you are studying and propose development recommendations

**Quarter number**  
SG8



### **Prerequisites (in terms of CS courses)**

This course is a "Discovery tour" of Innovation Management and Business creation, therefore there is no prerequisite to attend the classes.

### **Syllabus**

Conferences on the challenges of innovation to learn about the challenges and methods of innovation management

on strategies based on disruptive innovation

- in 2022, Jean-Pierre Remy - CEO testimony: Expédia, So Local, DeepReach

on innovative design methods, CK theory, TRIZ and agile method

- in 2022, Rodolphe Rosier - the Axane case and innovation in maritime transport

on the challenges of transition and adaptation

- in 2022, Eric Bergé, industry transformation plan (PTEF, Shift project)

on financing and impact investing

- in 2022, Anita de Voisins - financing and impact investing - Investir&+

on responsible innovation

- in 2022, Erwan Pannier founder of Spark - hydrogen production by plasma and Mélanie Marcel, founder of SoScience - impact innovation agency

Practical sessions per class of 25/30 students (i.e. 3 classes organised in 6 groups of 5 per class) either on a mini-project or on several case studies (diagnosis and recommendations). Each class has a specific theme and a different leader

- Christophe Rittano on the creation of a company: analysis of the development of Hemeris, Business Model Canvas, development proposal

- Emmanuel Ea from Matrice.io on innovation in the face of programmed obsolescence (development mode, business plan, business model canvas, lean startup)

- Eléonore Mounoud and Juliette Weber on sustainable innovation and territorial resilience (Enercoop case this year)

### **Class components (lecture, labs, etc.)**

Courses / Conferences

Practical sessions: weekly assignments

Mini project

The course represents about thirty hours of courses or conferences (HPE) and requires approximately the equivalent in preparation for the business case (to be delivered).

### **Grading**

Assignments and oral defence of the mini-project (40%)

Final exam - 2-hour MCQs on the lectures (40%)

Participation 20%.



### **Course support, bibliography**

Course materials on Edunao: documents, lecture materials, video

Managing Innovation: Integrating Technological, Market and Organizational Change, Joe Tidd and John Bessant. WILEY, June 2018 608 Pages,

Lean Startup, Eric Ries

Business Model Canvas, Alexander Osterwalder

Startup Owners Manual, Steve Blank & Bob Dorf

Get Going, Guy Kawasaki

Guide pratique de la levée de fonds, Jean-François Galloüin

The Founder's dilemmas, Noam Wasserman

### **Learning outcomes covered on the course**

At the end of the course students will be able to :

- understand what innovation entails
- identify what innovation is,
- decide whether a first job as innovator, intrapreneur, etc. could be an option for them.
- apply methods linked to the developpement of new activities : Lean startup, Business Model Canvas, LaunchPad Toolkit, etc.

### **Description of the skills acquired at the end of the course**

We will work mainly on skills:

C3 - Act, Undertake, Innovate

C4 - Have a sense of value creation for your company and for your customers

By presenting cases in a concrete way

By providing methodological frameworks