

## **Overview**

The MSc in Innovation and Entrepreneurship at Esade is an official degree that lasts for a year. It's a full time degree that consists of 60 ECTS. The master is composed by 4 different stages:

- The foundation of Entrepreneurship and Innovation (20 ECTS). This first stage is a common base for all students of the program to understand the basic concepts related to entrepreneurship and innovation.
- Personal and professional development (5 ECTS). During this second stage, we visit a foreign country where we can see applied the concepts that we have studied during the first stage. Additionally, we course short seminars to improve specific skills.
- Tracks and electives (25 ECTS). This third stage has the purpose to allow us to specialize in a specific part of the course: entrepreneurship, corporate entrepreneurship or innovation.
- Master project (10 ECTS). For the master project, we have to write one of the following:
  - A master thesis
  - An in-company project
  - A business plan.

## **The foundation of Entrepreneurship and Innovation**

- Business in society: Understand the relationships between governments, companies and society and the mechanisms that allow them to collaborate so companies can contribute positively to society.
- Innovation management: This course aims to present ESADEs framework towards innovation going from the individual perspective to the most systemic approach. It aims to equip students with an understanding of the main issues in the management of innovation at a corporate or at a system level and an appreciation of the relevant skills needed to manage it. Real-world examples and experiences of leading organizations will help us to pursue such objectives.
- Entrepreneurship: Understand the main concepts surrounding entrepreneurship such as:
  - The process from having an idea to creating the company
  - Minimum viable products
  - Testing, validating and learning
- Exploring the opportunity: Understand technological clusters such as Silicon Valley and Israel, where innovation is the norm and where most successful technological companies are born.
- Creating and capturing value through business models: during this course we study the main business models that have emerged in the last few years such as platforms, and study different companies that have come up with innovative business models that have allow them to differentiate from the competition.
- Creative thinking: in this course we applied the design thinking methodology that IDEO (company in Silicon Valley) has been promoting for so many years. The final outcome of the course is a project that is pitched in from of the class.

### **Personal and professional development**

- Study tour to Israel: A study tour to Israel to understand how a 6 million inhabitants country has become the 2<sup>nd</sup> most important cluster in the world. During the study tour we attended several classes and discussions at the University of Tel Aviv and visited some companies to see the projects they are working on.
- Presentation and rhetorical skills: a skill seminar to develop skills related to public presentations and speeches in front of multitudes.
- Seminar on Managing your Professional career: Getting to know the market. During this seminar the students are provided tools to successfully manage their professional career.

### **Tracks and Electives**

- Entrepreneurial finance. During this course we study the tools and develop the skills to:
  - Assess the valuation of a startup from the point of view of an investor
  - Manage the financial development of a startup
- Implementing innovation. During this course we understood, from an operations perspective, how an organization can be designed, or changed, to foster innovation.
- Marketing for startups. In this course we studied several tools to market startup products, we saw the difference between marketing for a big and established company and a startup and we worked on a project for a company that needed help in understanding the market for a particular project.
- New product development and service innovation. In this course we studied the process from having an idea until when the product or service is finally created. We also studied how different companies adapt such processes to their needs.
- Open innovation and corporate entrepreneurship. In this course we saw how different companies collaborate with each other for their own profit, and how creating value for other companies boosts your possibilities to succeed in the market.
- Internship Innovation Project. In this project we developed a product that the company could use, and submitted a short business plan with the main areas covered: marketing, finance and product. The project was pitched in front of executives of the company.

### **Master Project: Business plan**

I decided to write a business plan about my own imaginary company that would offer a service to hospitals to store and stream medical imaging. I had a tutor for the business plan that guided me throughout the different areas, and I pitched the business plan in front of a jury.