

# MANAGEMENT



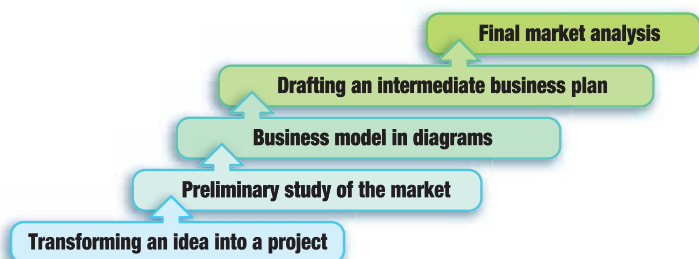
## MASTER 2 Entrepreneurship

Do you want to be an entrepreneur? Do you have an appetite for calculated risks? Do you want to manage your own business?

**As many have done before you, seize the challenge of entrepreneurship by following a Masters course at the IAE Saint Etienne!**

Building upon fundamental knowledge, combined with developing an innovative activity or creating a company, the Masters course adopts a collective and individual support process, supervised by teaching and research staff, consultants, managers and entrepreneurs.

### THE ENTREPRENEURSHIP SUPPORT PROCESS ADOPTED BY THE MASTERS IN ENTREPRENEURSHIP.



### OUR STRENGTHS

Training is built around a partnership between several schools: the **IAE in Saint Etienne**, the Ecole des Mines in Saint Etienne, the Institut d'Optique Graduate School in Palaiseau and Télécom Saint Etienne.



## OBJECTIVES

### A HIGH-LEVEL DIPLOMA WHICH AIMS TO:

- Raise awareness among participants of the issues around creating or taking over a company as well as the development of an innovative project.
- Provide the elements necessary for success to those who want to become an entrepreneur, while demystifying the concept of entrepreneurship.
- Help participants seize opportunities and prepare to manage a developing business.
- Train participants to present, defend and draft a Business Plan

National diploma: Master (60 ECTS)  
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Final qualification: Bac + 5  
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Length of course: 1 year  
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Accessible as  
Initial training  
Professional development training

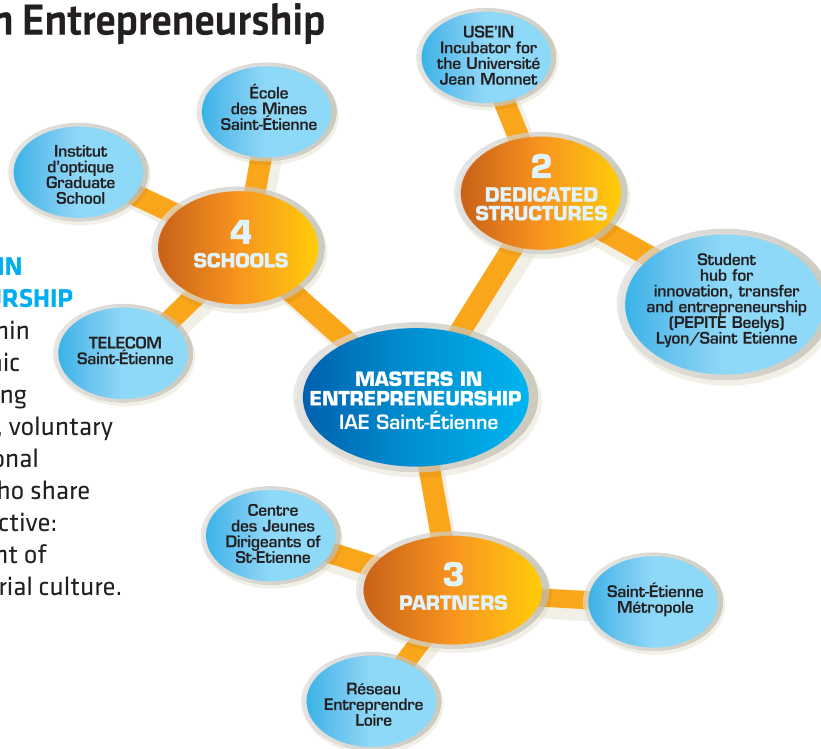


# MASTER Entrepreneurship

## Business ecosystem for the Masters in Entrepreneurship

### THE MASTERS IN ENTREPRENEURSHIP

takes place within a socio-economic setting consisting of institutional, voluntary sector and regional stakeholders who share a common objective: the development of an entrepreneurial culture.



## Specific teaching modules to support entrepreneurial projects

- Strategic diagnosis and entrepreneurial strategies
- Entrepreneurship - Intrapreneurship
- International Entrepreneurship (in English)
- Business Plan
- Business Model and Innovation
- Leadership and company management
- Operational marketing and market studies
- Management and financial accounting for the entrepreneurial project
- Employment law
- Company law

In addition to the teaching modules:

- two-fold individual and group support for the entrepreneurial project
- conferences and meetings with experts and professional counsellors

### Admission

Recruitment level:  
Bac +4

### Admission conditions

- Open to students of partner schools wishing to obtain a double diploma
- Open to students or employees undergoing professional training from all sectors wanting to set up a company

### Applications

Selection based on application forms and interview

Candidatez sur le site de l'IAE  
Apply on the IAE site and send us your application:

- before 15 June (1<sup>st</sup> session)
- before 31 August (2<sup>nd</sup> session)

### Timetable

- Around 250 hours of face-to-face teaching spread over 18 weeks from September to February
- Classes will take place on Thursdays and Fridays (subject to change)
- Compulsory four-month internship, from the end of February, within a sector or company which has a connection to the project being developed.
- Defence of the business plan at the end of June or start of September

## Career prospects

- Creating a new company
- Taking over an existing company
- Developing an innovative activity within an existing structure

### What are the prospects?

The teaching objectives are based on the participants' entrepreneurial projects. Professional opportunities extend to the short or medium term to retain the benefits of the Business Plan which has been designed.



### CONTACTS

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