

ÉCONOMICS



## MASTERS

# Economic Intelligence and Innovation Management

This Masters programme offers professional training in the field of economic intelligence and innovation management to students who are economists, managers or engineers.

THIS COURSE IS BASED ON THREE THEMES:

### STRATEGIC USE OF INFORMATION

- The Economic Intelligence approach
- Strategic, scientific and technical and regional monitoring
- Strategy and outlook
- Information law

### MANAGING INNOVATIVE ACTIVITIES

- Innovation economy
- Managing innovative projects
- Innovation law and industrial property
- Innovation management
- Innovation financing

### INFORMATION ENGINEERING

- IT networks and security
- IT systems and managing knowledge
- Extracting knowledge and data mining
- Automatic monitoring tools

## OBJECTIVES

*The Economic Intelligence and Innovation Management speciality (IEGI) enables students to acquire techniques to harness information and transform it into a strategic advantage in the context of innovation. It will train managers capable of:*

- Effectively harnessing data, organising information systems within companies and implementing archiving, exchange and communication mechanisms (networks, internet, groupware, etc.).
- Establishing a monitoring unit: understand types of monitoring which are useful to innovative project management within companies or as part of regional governance.
- Developing innovative projects, understanding how to identify opportunities and risks connected with changes in the market and technologies and how to preserve the technological heritage of the company.

National diploma: Master (120 ECTS)

Final qualification: Bac + 5

Length of course: 2 ans  
(or one if entry in M2)

Accessible as

Initial study programme  
Work-study programme  
Continuous education programme VAE  
(Validation of Acquired Experience)

# MASTERS

## Economic Intelligence and Innovation Management



### PARTICULARITIES

The courses are supplemented by conferences and workshops on economic intelligence and labour market integration.

Students will undertake practical work on computers and will be trained in specialist software and databases.

Agreements with foreign universities (Canada, etc.) mean that students can carry out the M1 abroad to obtain a double degree.

### CORPORATE PARTNERSHIPS

Students can experience the professional realities of work in innovation management and monitoring, particularly through:

- group projects
- a compulsory internship which can take place abroad (4-6 months) culminating in a dissertation and defence.

They can also attend conferences and seminars delivered by external presenters (managers, company directors, consultants, etc.).

*Fabienne,  
Monitoring unit organiser*  
"Validating the experience I had acquired enabled me to validate a level of study to be able to join a training course. Building upon your professional experience with more theoretical work, methodologies and knowledge in various domains, as well as challenging your opinions and ways of working by studying alongside students in the introductory course is thoroughly enriching. Feedback from students was a real breath of fresh air and enabled me to make a number of changes to redirect my professional career."

### Admission

Recruitment level: Bac + 3 ou Bac + 4

### Eligibility conditions

To join the first year of the Masters programme:  
Level required: Bac +3

#### Innovation and the regions course

- automatically for holders of the IAE Licence from Saint Etienne
- selective for equivalent level qualifications

### How to apply ?

On the website of the IAE Saint Etienne from March.

To join the second year of the Masters programme:  
Level required: Bac +4

- Master 1 IAE in Saint-Etienne
- Another Masters in economics, management, AES or a diploma from a business school which is equivalent to Bac +4
- Technical training diploma training equivalent to Bac +4 (engineer, IT engineer, documentalist, etc.).

#### Admission conditions

- Automatic admission for holders of the Master 1 who have been recruited without condition for two years from entry to the Master 1.
- Admission upon interview for holders of the Master 1 who have been recruited upon condition of Master 1.
- Pursuant to the modalities set out in the agreement passed between the IAE, the Ecole Nationale Supérieure des Mines de Saint Etienne and Télécom Saint Etienne for engineering students from these establishments, notably those already holding the DU I2EGI.
- Admission based on application form and interview for other candidates.

## Career prospects

- **IN SENSITIVE COMPETITIVE OR STRATEGIC SECTORS:** Monitor, IE consultant, Sales/Marketing strategy manager, IT and Communication manager.
- **IN THE PUBLIC SECTOR, REGIONAL AUTHORITIES, PARAPUBLIC ORGANISATIONS, DEVELOPMENT AGENCIES, CHAMBERS OF COMMERCE, COMPETITIVE HUBS, TECHNICAL CENTRES:** Project manager, analyst, monitoring unit organiser, IE trainer.
- **IN INNOVATIVE SECTORS:** Project manager, technological change manager, R&D manager.

**For example:** manager responsible for managing technological change, monitoring and observation of competition, leading the monitoring unit, managing economic and regional intelligence in consular institutions and bodies, project manager in regional authorities or development agencies, consultant in companies providing services in economic intelligence, etc.

### Private sector internship

Compulsory three month internship in Master 1 and four-six months in Master 2.



### CONTACTS

IAE de Saint-Etienne  
2 rue Tréfilerie - 42023 SAINT-ETIENNE  
Reception: 04 77 42 13 70

Email: [iae-ieg@univ-st-etienne.fr](mailto:iae-ieg@univ-st-etienne.fr)  
<http://iae.univ-st-etienne.fr>

