

# 90 Credits Total

HEC Paris Online Master's in Innovation and Entrepreneurship Program Requirements: 90 ECTS Credits (European Credit Transfer System)

## 10 ECTS Credits

Topic Area: Scaling Up

2.5 CREDITS

### Entrepreneurship Strategy: From Ideation to Exit

run by HEC Paris: Ambroise Huret, Instructor

2.5 CREDITS

### Scaling-up Operations

run by HEC Paris: Sam Aflaki, Associate Professor

2.5 CREDITS

### Managing the Performance of a Growing Enterprise

run by HEC Paris: Sebastian Becker, Associate Professor

2.5 CREDITS

### Marketing Through Social Media

run by HEC Paris: Kristine de Valck, Associate Professor

## 10 ECTS Credits

Topic Area: Creativity and Innovation

2.5 CREDITS

### Boosting Creativity

run by HEC Paris: Anne-Laure Sellier, Associate Professor

2.5 CREDITS

### New Product Development

run by HEC Paris: Svenja Sommer, Associate Professor

2.5 CREDITS

### Developing a Customer-centric Strategy through Marketing

run by HEC Paris: Frédéric Dalsace, Associate Professor  
Corinne Dager, Instructor  
Marc Vanhuele, Professor

2.5 CREDITS

### Intellectual Property Law for New Businesses

run by HEC Paris: Pascale Brochard, Instructor

## 10 ECTS Credits

Topic Area: Innovation and Entrepreneurial Strategy

2.5 CREDITS

### Business Strategy

run by HEC Paris: Pierre Dussauge, Instructor

2.5 CREDITS

### Strategic Management of Innovation

run by HEC Paris: Thomas Astebro, Professor

2.5 CREDITS

### Organizing for Innovation

run by HEC Paris: Giada Di Stefano, Associate Professor  
Tomasz Obloj, Associate Professor

2.5 CREDITS

### Social Entrepreneurship and Changemaking

run by HEC Paris: Florian Hoos, Assistant Professor

## 40 ECTS Credits

Interactive Courses

5 CREDITS

### Team Building

run by HEC Paris: Marc Beretta, Instructor

5 CREDITS

### Design Thinking: Creative Solutions for Innovation

run by HEC Paris: Sihem Jouini, Associate Professor

5 CREDITS

### How to Create a Business Plan

run by HEC Paris: Frédéric Iselin, Affiliate Professor

5 CREDITS

### Negotiations

run by HEC Paris: Mathis Schulte, Instructor

5 CREDITS

### Online Business Under Information Asymmetries

run by HEC Paris: Stefano Lovo, Professor

5 CREDITS

### Entrepreneurial Finance

run by HEC Paris: Etienne Krieger, Affiliate Professor

5 CREDITS

### Private Equity and Venture Capital

run by HEC Paris: Patrick Legland, Affiliate Professor

5 CREDITS

### (Re-)invent your Business Model with the Odyssey 3.14 approach

run by HEC Paris: Laurence Lehmann-Ortega, Affiliate Professor  
Hélène Chanut-Musikas, Affiliate Professor

## 20 ECTS Credits

Team Project