

> “Innovating in a digital world”: a new MOOC for a better understanding of “Uberization” and digital disruption.

After “Uberization”, the new rules of the game of the digital world

Facebook, AirBnB, Tesla, Amazon, Uber... These are all companies that have revolutionized whole swathes of the economy in just a few years. Less visible are the thousands of start-ups who find themselves defying the large, long-established industrial groups. Fascinating, exhilarating, disconcerting... and difficult to follow? This MOOC explains the new rules of the game.

15 key concepts along with short videos

You will discover 15 fundamental notions for understanding the new mechanisms of innovation and entrepreneurship in the digital world, including digital business models, connected objects, open innovation and new entrepreneurial contexts.

Each concept is explained by a teaching video lasting 5 minutes and made by teachers and designers. The videos are complemented by additional resources (online publications, videos, sector-specific case studies etc.)

A MOOC for all types of audience

Everyone is confronted with this digital revolution, whether in their personal or professional lives. The format of this MOOC has therefore been designed for **the “simply curious”** as well as **professionals** and **students** on Bachelor’s, Master’s or even PhD courses.

The teachers*

The MOOC is dispensed by Rémi Maniak, Thomas Houy, Laurent Gille and Valérie Fernandez, all Research Professors at Télécom ParisTech. It has been created with the support of Fondation Patrick et Lina Drahi.

English version available

To boost its audience, there will be an [English version](#) of this MOOC from 17th November on the Coursera platform, following [the agreement signed between this international MOOC player and Institut Mines-Télécom](#).

About Institut Mines-Télécom www.mines-telecom.fr

Institut Mines-Télécom is a public establishment dedicated to higher education, research and innovation in the engineering and digital fields. It is made up of 10 Mines and Télécom “grandes écoles”, under the aegis of the Minister for Productivity.

There are 2 subsidiary schools and 2 strategic partners and a network of 11 partner schools.

Institut Mines-Télécom is nationally and internationally renowned for the high standard of its courses for engineers, managers and PhD students, and its research and innovation activities.

Institut Mines-Télécom is a member of the Allistene, Aviesan and Athena national alliances for research planning. It maintains close relationships with the business world and has two Instituts Carnot. Every year, some one hundred start-up businesses are born.

Press contacts

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Start of the course: 28th
October

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*The teachers of the “Innovating in a digital world” MOOC



Rémi MANIAK

Rémi Maniak is a Lecturer in management sciences at Télécom ParisTech and an Associate Researcher at the Ecole Polytechnique. A graduate of ESCP Europe, he had a PhD in management sciences from the Ecole Polytechnique. He teaches innovation and strategy management at Masters and Post-Masters level. He conducts his research on business models and organizations adapting to competition through innovation, and the digital revolution. He works as a scientific advisor for large enterprises and within European projects. He has published several works and scientific articles on these issues.

Thomas HOUY

Thomas Houy is a lecturer in Management at Télécom ParisTech, where he teaches corporate strategy and entrepreneurship. His research calls into question certain common preconceptions concerning digital start-ups. His works and articles aim to provide results that can be put into practice directly by the community of entrepreneurs. He also gives talks at Université Paris-Dauphine and the ENSAE (Paris Graduate School of Economics, Statistics and Finance). Having been an entrepreneur several times himself, he now supports start-ups.

Valérie FERNANDEZ

Valérie Fernandez is a Professor and Director of the Economics and Social Sciences department at Télécom ParisTech. In collaboration with industrial partners and international researchers, she examines the organizational changes in enterprises linked to digital technology. Her most recent work looked at managerial innovations related to this theme: open-innovation, mobile working, virtual professional worlds, governance of information systems etc.

Laurent GILLE

Laurent Gille is a Professor at Télécom ParisTech. He is a specialist in digital economics and its regulation. He provides multiple expert services for regulators and operators in emerging countries. A specialist in digital forecasting, he most notably coordinated the report “Internet 2030” that was submitted to the French Government in 2013.