

MANAGEMENT OF INNOVATION IN THE DIGITAL ECONOMY (ICT Business Management) MASTER OF SCIENCE



OBJECTIVES - ENVIRONMENT

The digital economy is enjoying a steady growth in the current environment. It includes not only the ICT Industry, such as the Telecoms, Computing or Audio-visual industries, but also an increasingly larger share of other industries. Digital transformation is now at the heart of the business of all companies, from the industry and from the service sector alike. Recent trends, such as the Internet of Things, Artificial Intelligence or Industry 4.0 are contribute to accelerate this revolution. The expansion of the scope of the digital economy also induces a higher rate of innovation, such as business model innovation, service innovation or organisational innovation.

This MSc is an evolution of the former MSc in ICT Business Management. It extends the scope of the previous program from the ICT Industry to the digital economy at large, and puts more emphasis on the management of innovation.

The aim is to train future executives and consultants able to:

- >manage the whole process of innovation: (1) analyse industries, markets and public policies, (2) design innovative strategies, design innovative offers (business model, business plan, service design) and (3) market innovations.
- >apply this innovation approach to the digital economy, whether in the ICT industry or in any business or organisation..

PROGRAM

24 months: full-time course program based on in-depth management education, a unique specialisation, and completed by validation of a thesis.

COMPETENCES ACQUIRED

The in-depth education in management allows students to work in all management functions of the firm. However, it will focus on the following competences and know-how:

- >Assess and size opportunities resulting from changes in technologies, competition, markets or regulation and public policy. Students acquire the knowledge of relevant frameworks and methods, and an in-depth understanding of the digital economy.
- >Design innovative strategies and business models, thanks to a good understanding of strategic management, financial management, and specialized knowledge.
- >Design innovative offers based on both recent approaches, such as design thinking, and more traditional market research methods
- >Market innovation, thanks to the understanding of adoption and diffusion of innovation and the marketing skills acquired
- >Exploit the numerous data generated by digital activity with the help of strong analytical skills
- > Take into account ethical issues raised by digitalisation, such as privacy and sustainable development

STRONG POINTS OF THE PROGRAM

Apart from skills in managing innovation, students have to opportunity to develop unique integration capabilities, between different dimensions, such as technology, management, marketing, economics and public policy. This is made possible by the distinctive competence of the faculty and of instructors in research, student education and executive education, in the field of the ICT industry and the digital economy. While the faculty is largely international, the teaching orientation keeps a "French touch", by promoting a critical mindset and not taking anything for granted. It allows training managers with strong decision-making autonomy and "out of the box" innovation capabilities.

ADMISSION REQUIREMENTS

Bachelor's (or equivalent undergraduate) Degree.

English test requirements:

- >IELTS 6.0
- >TOEIC 750
- >TOEFL 78

APPLYING

Online, full application file—go to the website
www.imt-bs.eu

This program is registered as a DNM (Diplôme National de Master) as "Master Management de l'Innovation". RNCP (National Register for Professional Certification) n°29014. Level I. CPF n°220898.

DIVERSITY IS A KEY TO THE PROGRAM

- >Diversity among students: over sixty nationalities are represented on campus
- >Diversity on the campus: where "managers" study with "engineers" from Telecom SudParis, its sister school in engineering

A small entering class allows students to study closely with faculty (faculty – student ratio is 1:10).

Students obtain paid internships.

PARTNERS

Orange, BNP Paribas, Alliance, CapGemini, Airbus, Murex

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MASTER OF SCIENCE

COURSE AIMS

FIRST YEAR

1st semester: Core Courses in Business Management

- > Accounting and Finance
- > Personal Development and Communication Skills (Part I)
- > Principles of Marketing Management
- > Managerial Economics
- > Strategic Management
- > International Business Law
- > Operations Management
- > Human Resources Management
- > Management of Information Systems
- > Business Ethics
- > French as a Foreign Language

2nd semester: Specialised management topics

- > Fundamentals of Statistics
- > Business Plan Challenge
- > Managerial Finance
- > Research methodology
- > Personal Development and Communication Skills (Part II)
- > Data Analysis and Big Data
- > French as a Foreign Language
- > + 2 electives courses-for instance:
 - > Quantitative Digital Economics
 - > Management Information Systems

SECOND YEAR

3rd semester : Specialisation Courses in Management of Innovation in the Digital Economy

- > Innovation Policy in the Digital Economy
- > Market Research and Innovation
- > Sectoral analysis and innovation
- > Innovation Strategies
- > Creativity and Design thinking
- > Business modelling and service design
- > Platforms and Digital Ecosystems
- > Current Issues in the Digital Economy
- > Business Analytics and Tools
- > Thesis workshop
- > Pre-thesis
- > French as a Foreign Language

4th semester : Master's thesis

- > Based on analytical research.

LODGING

Located at the heart of the campus, the "Maison des élèves" (MAISEL) has 730 comfortable bedrooms and studio flats providing accommodation for all students who wish to live on-campus. The monthly rate varies depending on the type of accommodation. Students may be able to claim housing benefit subject to certain conditions.

Services included:

- > Private bathrooms
- > Shared kitchens
- > Washing machines and tumble-dryers
- > Ironing rooms
- > TV/Games rooms
- > Access to the Institut Mines-Télécom Business School and Télécom SudParis IT network with internet access
- > Phone line in each bedroom

LANGUAGE OF TEACHING

English

COST

> €15,000

SCHOLARSHIPS

Available through www.imt-bs.eu Scholarships for Excellence.

CALENDAR

Three semesters of classes and a one-semester student internship or research project.

CONTACT

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uniting skills'



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