

## Advanced Master Degree in « Innovation & Entrepreneurship »

In order to cultivate high-level engineering talents with international vision, Zhejiang University, acting on behalf of its Polytechnic Institute, and École polytechnique, Télécom ParisTech and ENSTA ParisTech develop an Advanced Master Degree in « Innovation and Entrepreneurship ».

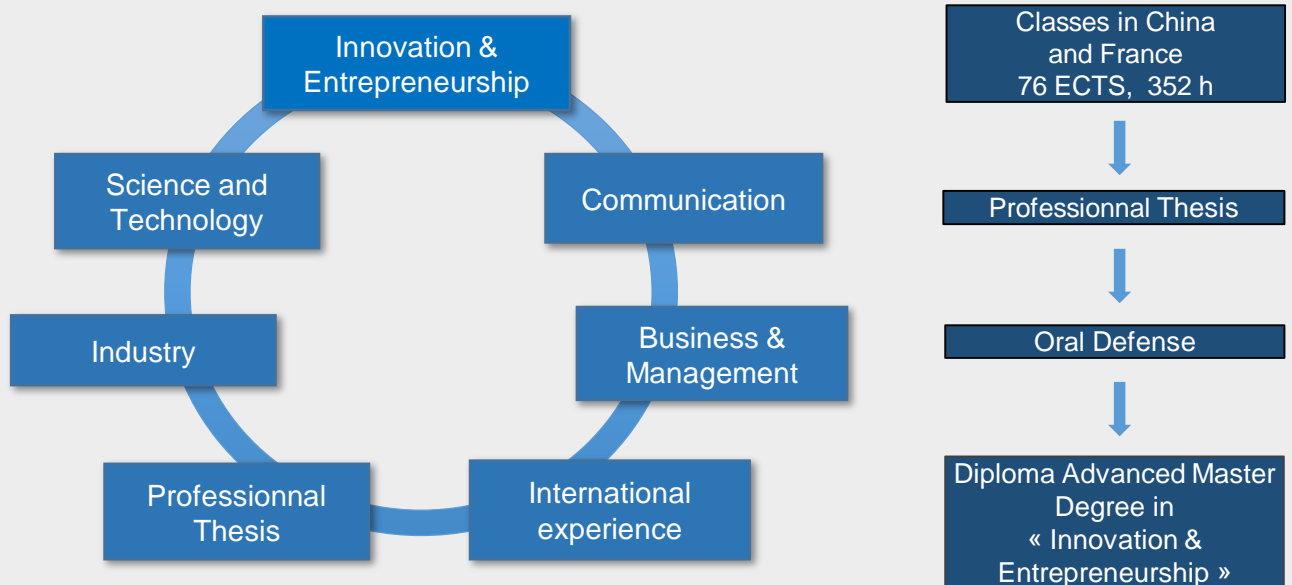
### ► PARTICIPANT PROFILES

Chinese professionals, graduated with a Bachelor degree + 3 years working experience or Master degree + 2 years working experience

### ► MAIN OBJECTIVE

To be able to carry out **innovation projects** and prioritize them according to the **strategic** and competitive scope, in a **creative** and even entrepreneurial way, including inside a large organization.

#### OBJECTIVES AND GENERAL ORGANISATION



### ► KEY WORDS

**Cross-cultural communication:** to conduct a professional activity in a multicultural environment

**Science and technology:** to discover the fields around digital and big data. Statistical analysis, mathematical modeling

**Business and Management:** to learn marketing, accounting, strategic analysis, business law, project management

**Industry module:** to carry out innovative projects, work in teams, construct business models. Conferences with industrial testimonies



## DETAILED ORGANISATION

When	Year 1 (sat, sun)		Year 2 Sept-Dec Full time		Year 2		Total	
	Where		France		China			
Modules	ECTS	h	ECTS	h	ECTS	h	ECTS	h
Cross-cultural communication	6	48	2	16			8	64
Science & Technology	4	32	8	64			12	96
Business & Management	6	48	10	80			16	128
Industry	4	32	6	32			10	64
Thesis					30		30	
<b>Total</b>	<b>20</b>	<b>160</b>	<b>26</b>	<b>192</b>	<b>30</b>		<b>76</b>	<b>352</b>

> Introduction to French language and French culture

## PRACTICAL INFORMATIONS

Class 2017 :

11 participants

Courses in France in Fall 2017

Applications in Spring 2017 for Class 2018

## FRENCH COORDINATORS



**Florence Charue-Duboc**  
Ecole polytechnique  
Researcher  
President of the Innovation  
and Entrepreneurial Dpt.



**Valérie Fernandez**  
Télécom ParisTech  
Professor  
In charge of the  
Economic and Social  
Sciences lab.



**Richard Le Goff**  
ENSTA ParisTech  
Professor  
Director of Applied  
Economy teaching and  
research lab.

