

WELCOME TO KEDGE

Viren Gadde

PROGRAMME

Innovation, Transformation, Entrepreneurship

YOUR PRIVILEGED CONTACTS



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01

**Innovation, Transformation,
Entrepreneurship**

INNOVATION, TRANSFORMATION,
ENTREPRENEURSHIP

BAC+5
MASTER OF SCIENCE

DØN'T
JUST
⇒DRIVE
CHANGE,
STEER IT

KEDGE
BUSINESS SCHOOL





**PAUL
GIMET**

Head of
the MSc in
Innovation,
Transformation,
Entrepreneurship

EDITO

" **KEDGE new MSc in innovation, transformation, entrepreneurship** is designed to train "transformative leaders" and agile entrepreneurs who will perform as business leaders to facilitate the transformation of businesses or to develop start-ups . Focusing on the skills required to disrupt business models, the programme aims at matching current market dynamics.

Its main objective: to meet the companies challenges, meaning to maximise innovation and to broaden their global performance reach, not only in an economic context.

The MSc provides a strong educational platform for future innovators, who will be:

- pilots and transformative leaders for innovation projects,
- drivers in value creation, able to bring out collective intelligence in an expanded organisation,
- intrapreneurs and entrepreneurs endowed with the right skills to successfully drive value and manage innovation and to bring their ideas to the market, "from concept to commercialisation".



A
DISRUPTIVE
VISION
OF THE
MARKET'S
FUTURE
NEEDS

OVERVIEW

DEGREE:
MASTER OF SCIENCE

ADMISSION LEVEL:
BACHELOR'S DEGREE/
MASTER'S DEGREE

CAMPUS:
MARSEILLE

LANGUAGE:
ENGLISH

FORMAT:
FULL TIME

INTAKE:
SEPTEMBER

INNOVATION, TRANSFORMATION, ENTREPRENEURSHIP



CAREER OPPORTUNITIES

KEDGE MSc IN INNOVATION, TRANSFORMATION, ENTREPRENEURSHIP OFFERS VARIOUS CAREER OPPORTUNITIES: FROM AN INNOVATIVE TO A TRANSFORMATIVE LEADER AND ULTIMATELY, AN ENTREPRENEUR.

CAREERS

GENERAL MANAGEMENT

- CTO - Chief transformation officer
- CDO - Chief digital officer
- DTO - Digital transformation officer
- Entrepreneur
- Consultant in innovation strategy
- Auditor/Organisation and change management consultant
- Start-up investor

PROJECT MANAGEMENT

- Innovation project manager
- Digital product manager
- Innovative product manager
- Scrum master

TEAM MANAGEMENT

- Innovation business manager
- New products/ New markets

THEY TRUST US

Airbus Helicopters,
5M Venture, AFD (French Development Agency),
Sartorius Stedim, Degetel,
Invest Securities, PTC, Crédit Agricole, France Digitale, HighCo

TESTIMONIAL

MOUHAMED SECK,
Head of Operations & Business development VENTURI SARL

"During the Next startupper Challenge at Vivatech we were able to confront our project with experts, entrepreneurs and business angels. The event allowed us to discover new opportunities for partnership and expansion for Ownlabs and for VENTURI.

Thanks to the support of the Business Nursery and the professors of the KEDGE ITE master's degree, we improved our strategies and our business model in a very practical way over the course of the year, as well as our soft skills, which enabled us to better adapt our pitches to various audiences."

TESTIMONIAL

GUY MAMOU-MANI,
Co-President at OPEN

"The digital revolution is underway for society.

It generates the need for a transformation of all sectors, all companies and all professions. Consequently, it is imperative to prepare for it. This master's degree corresponds to an imperative need for all companies that will initiate or accelerate their transformation. Understanding all these issues, these human and organisational implications will allow these future managers to either bring a concrete vision of this transformation to companies of all sizes or to be ready for the launch of a start-up. I was particularly happy to lead this course on digital transformation at MSc ITE. The students, passionate and committed, integrated the concepts and put them into practice first on selected theoretical cases and then on their personal project. I am convinced that these students armed by this master will become efficient managers in this new and constantly changing world and will apply the acquired methods with intelligence and agility."



€ 45,000

with strong potential
increase linked to growth
in market demand

PATHWAY COURSE

This year allows you to acquire managerial skills, to develop a real expertise and to learn to innovate and create in order to launch tomorrow's business.



ADMISSION LEVEL

Bachelor's degree-3 years

DURATION

2 academic semesters

CAMPUS

Bordeaux, Marseille

FORMAT

Full time

LANGUAGE

English or French/English

SEMESTERS 1 & 2

Semester 1

MANAGER SKILLS

INTRODUCTION TO BUSINESS MANAGEMENT (FAST TRACK FOR NON-MANAGERS)

STRATEGIC MANAGEMENT

FINANCIAL PERFORMANCE MANAGEMENT

SUSTAINABLE DEVELOPMENT & CORPORATE SOCIAL RESPONSABILITY

PUBLIC SPEAKING

VISUAL COMMUNICATION & DESIGN

DATA MANAGEMENT

HARD SKILLS:

- TOSA Excel
- TOEIC
- Orthodidacte
- Coding skills optional (30h)

LANGUAGES: ENGLISH/FRENCH AS A FOREIGN LANGUAGE

EXPERT SKILLS

MARKETING

PURCHASING

DIGITAL EXPERIENCE

Semester 2

You have 2 choices

→ **ACADEMIC SEMESTER**

INNOVATIVE & ENTREPRENEURIAL SKILLS

INNOVATION MANAGEMENT AND ENTREPRENEURSHIP

COMPLEXITY MANAGEMENT

CORPORATE PROJECT: OPEN INNOVATION CHALLENGE

A one-month consultancy assignment on a real and current innovation issue in a company. The company projects allow students to gain practical experience of company management and strategy. They are also exposed to the complexity of decision-making processes. Students are guided by their KEDGE tutor. The mission is carried out in groups of 4 to 5 students and combines collective and individual work. The final project is presented to the company and the KEDGE tutor.

OR

→ **INTERNATIONAL ACADEMIC EXCHANGE IN A PARTNER UNIVERSITY**

YOUR CHOICE OF EXPERIENCE

1. INTERNSHIP

in France or abroad

2. PROJECT:

associative, entrepreneurship...

3. LEARNING TRIP ABROAD

You can find a job or take some language courses

4. OTHER CORPORATE PROJECT

SPECIALISATION COURSE

During this year of specialisation, you'll learn the key skills in innovation, transformation & entrepreneurship combining theory and experiential learning.



ADMISSION LEVEL

Bachelor's degree-4 years or higher degree

DURATION

3 academic semesters

CAMPUS

Marseille

FORMAT

Full time

LANGUAGE

English

SEMESTERS 1, 2 & 3

Semester 1

THE "PISCINE" CHALLENGE: INTENSIVE AND COLLABORATIVE TEST

LIVE IN-COMPANY CASE STUDY / START-UP PROJECT

OPEN INNOVATION / CREATING INNOVATION

BUSINESS MODEL & INNOVATION

DIGITAL TOOLS FOR COMMERCIAL & MARKETING DEVELOPMENT

CREATIVE PROCESS MANAGEMENT & DESIGN CULTURE

THEORIES OF INNOVATION: STATE OF THE ART

LEADING PEOPLE & TEAMS



CORPORATE SPONSORSHIP 2020-2021: AIRBUS HELICOPTERS

Christophe Prior, Digital Transformation Office Leader for Airbus Helicopters, convinced by the need to train transformation players for activities and organisations, is committed to the new MSc in innovation, transformation, entrepreneurship, as a Sponsor for the 2020-2021 students. As such, C. Prior will produce a transversal company-based live case, which will be the backbone of the MSc inductive pedagogy.

Semester 2

DIGITAL TRANSFORMATION

CUSTOMER-COMPUTER INTERACTION

INTELLECTUAL PROPERTY IN OPEN INNOVATION

HOW TO MANAGE MY ENTREPRENEURSHIP PROJECT

ENTREPRENEURSHIP/ INTRAPRENEURSHIP

INNOVATIVE ORGANISATION & CHANGE MANAGEMENT

FINANCE AND MANAGE MY BUSINESS

SOFT SKILLS:

- Problem-solving approach skills
- Boosting your digital image
- Design yourself
- Business pitching
- Personality profile
- Emotional intelligence

Semester 3

PRACTICAL EXPERIENCE:

You'll have several options to choose from:

- either piloting or co-piloting a start-up,
- or completing a 6 months' internship in an innovation-driven company,
- or completing an innovation, transformation or intrapreneurship consultancy project with a leading company through short-term or long-term positions.

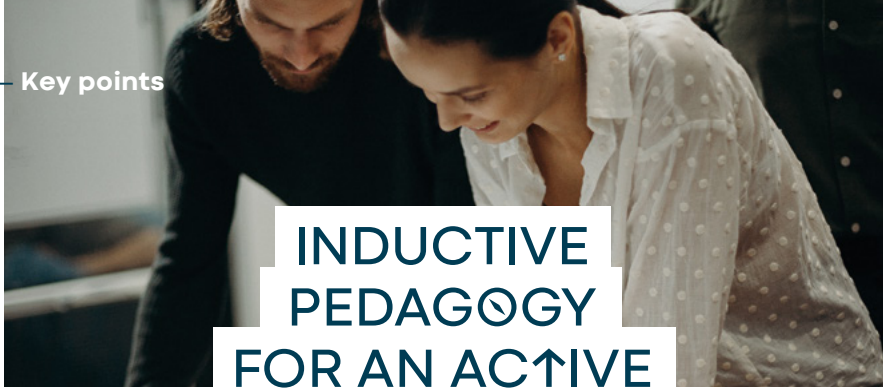
PROFESSIONAL THESIS



CHRISTOPHE PRIOR,
Transformation Office
Leader - Airbus
Helicopters

"At Airbus Helicopters, we are leading a transformation process to do even better in our activities generating value. We are making use of the digital dimension as a genuine tool serving the company's business lines in order to improve the customer relationship and the efficiency of our industrial processes. The aim is to co-build these changes, meaning to boost all stakeholders' involvement, internally and externally. This digital transformation raises questions about skills, recruitment and in-house training. Faced with the challenge of a massive need for recruitment in the next 15 years of well-trained entrepreneurs, with strong initiative mindset and open to innovation-driven culture. In order to meet new challenges and build the future together, we support KEDGE's initiative for this new MSc in innovation, transformation, entrepreneurship".





INDUCTIVE PEDAGOGY FOR AN ACTIVE LEARNING EXPERIENCE

THE MSc IN INNOVATION, TRANSFORMATION AND ENTREPRENEURSHIP IS DESIGNED TO FACE COMPLEX ISSUES CHALLENGING BUSINESSES IN A MULTICULTURAL ENVIRONMENT.

“INTRAPRENEURS” TRACK: A LIVE IN-COMPANY CASE STUDY, BASED ON A CORPORATE CONSULTANCY PROJECT

The MSc programme uses inductive learning. Therefore, students work on a real business case over the duration of their studies.

- The live in-company case study is a real corporate consultancy project which will focus on challenges faced by companies such as implementing a new strategy, strategic management, company's transformation, how to diversify by innovation, etc.
- Students will get involved in hands-on projects to solve complex business issues where only collective intelligence will enable them to co-build solutions to solve the case using a cross-disciplinary approach.

“ENTREPRENEURS” TRACK: CREATING A START-UP

This option will give you the opportunity to create with the concept of a “Start-up studio”:

- from an “idea”, how to launch a start-up with dedicated support and advices from experts, investors Using Kedge Entrepreneurship digital facilities.
- from a “wish”, how to co-pilot the creation of a start-up, work with others start-uppers.

INDUCTIVE LEARNING, TRAINING AS A SERVICE (TAAS)

The MSc programme uses a flipped classroom pedagogy:

- knowledge is delivered online (distance learning),

- know-how and soft skills are validated by hands-on experience working in group projects throughout the year. Students have access to online training modules as a digital support to the in-company live case (training as a service concept). Learning platforms facilitate online support for advice at any time, and according to student individual needs. Moreover, this service offers an inductive teaching method encouraging students to be active and to seek out information.

THE HACKATHON, OPEN INNOVATION CHALLENGE

To solve a real business case, the one-month hackathon will gather in a competition internal and external students with different backgrounds: engineers, managers, designers, business executives etc. with the objective of building cross-disciplinary teams, thinking differently and out-of-the-box, and working connected with a different environment.

STUDY TRIP

Several study trip options will be proposed, with the objective to go beyond the frame of reference and benchmark good practices in terms of innovation or entrepreneurship. For example: As a partner, visit the Technion Scientific Division, the Station F in Paris or the Airbus Bizlab.*

EXPERT CONFERENCES

High-level experts or business leaders will give lectures on specific topics to share their experience and expertise: digital, ethics and moral, leadership...

“

MAGALI BARBAROUX,
Research Fellow, Corporate
Research - Sartorius Stedim

“The MSc in innovation, transformation, entrepreneurship offers an original learning experience. The combination of “à la carte” digital learning for know-how skills and face-to-face learning for soft skills, integrated into a real in-company live case in a multidisciplinary context, seems to match new companies’ needs, on the one hand and students on the other.”

GEORGES KLENKLÉ,
Founder and CEO of DÉGETEL
GROUP

“The stakes for the coming years will be outstanding, because they will be both global and local, disruptive, environmental, collaborative, societal, etc. The training of new managers who know how to handle all those paradigms simultaneously, becomes essential to meet those challenges. In this context, we strongly believe that driving innovation and boosting entrepreneurs at the national and international levels are essential. Therefore, we support KEDGE’s initiative of launching this MSc degree. Developing relevant skills will enable young people to get an entrepreneurial spirit, both to create a start-up and to drive in-companies transformation and innovation projects.”

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* possible if compatible with the regulations in force.



ADMISSION

APPLICATION ONLINE

1. CREATE YOUR ACCOUNT

ON join.kedge.edu



2. UPLOAD YOUR DOCUMENTS*

- Academic records & CV
- Scanned copy of your passport
- Highest degree certification
- Certificate of achievement or transcript of your current studies
- TOEIC 780/IELTS 6/IBT 85**

3. PAY €120 OF APPLICATION FEES TO VALIDATE YOUR APPLICATION

4. TAKE YOUR INTERVIEW

Accessible to eligible candidates only, the motivational interview is conducted via Skype for 30 minutes with a representative of the programme. As a job interview, it aims to understand the candidate's motivations, their knowledge of the programme and to judge the adequacy between their professional project and the programme topics.

*These documents are mandatory

**Level of English required for admission to specialisation course. Applicants with at least one year of study or professional experience in an English-speaking country are exempt. Providing a score of English is not mandatory to apply for the MSc pathway course.

HANDICAP



KEDGE committed to a policy of inclusive diversity by setting up a network of actors and resource persons. By doing so, we facilitate public access to information, as well as the integration, pedagogical monitoring and employability of its learners.



FUNDING

SCHOLARSHIPS

- 10% Early Bird discount for non-French candidates until Feb 28, 2022
 - Achievement Scholarship of €2,000 and Excellence Scholarship of €4,000 for non-French candidates.
- 45% of our international students were granted a KEDGE scholarship in 2021.

TUITION FEES

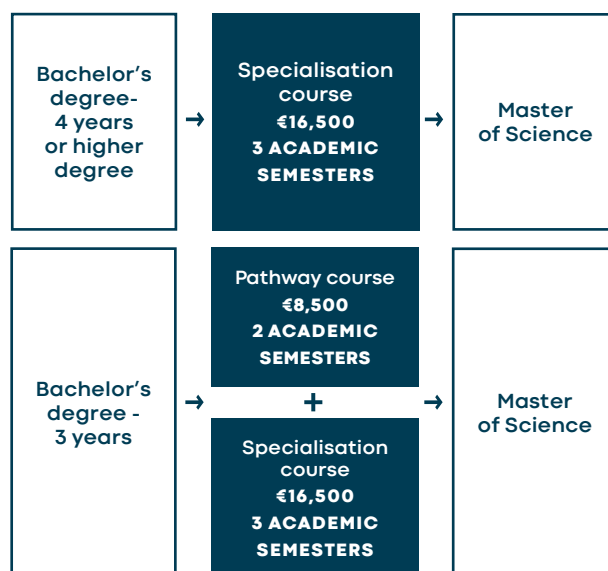
Specialisation course: **€16,500**

Pathway course: **€8,500**

ACCESS

PATHWAY

DEGREE



COST OF LIVING*

Type of expense per month*	Value
Net Rental (incl. Electricity & insurance)**	€425 - €650
Transportation	€35
Food	€200
Miscellaneous (insurances, council tax, clothing...)	€100
Leisure	€100 - €300
Mobile phone monthly plans	€35
Total expenses	€895 - €1320

*This document is not intended to provide legal advice. It is a list of fees compiled from various student experiences.

**Students of all nationalities may be eligible to the French Government Housing Subsidy. (which typically ranges between €100 and €200 per month)

BORDEAUX
MARSEILLE
PARIS
TOULON
ABIJJAN
D☆KAR
SHANGHA!
SUZAOU

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02

Scholarship information

SCHOLARSHIP

KEDGE
BUSINESS SCHOOL

AT KEDGE, WE STRONGLY BELIEVE THAT FUNDING CONCERNS SHOULD NOT PREVENT STUDENTS FROM ACCESSING THE COURSE OF THEIR CHOICE.

We recognise that taking on a degree requires motivation as well as personal and financial commitment. To help you to create your own path towards the career of your dreams, the school offers a range of scholarships to ambitious and talented international students. International students can also benefit from scholarships offered by governmental or professional organisations in their home country or region.

WHO CAN APPLY FOR A SCHOLARSHIP ?

Only non-French students applying to our International BBA, our specialised MSc and our Master in Management Grande Ecole are eligible for institutional scholarships. Exchange students are not eligible for these scholarships.

EXCLUSIVE KEDGE SCHOLARSHIPS

→ Early Bird Discount

Applications for the coming intake (September 2021 only) received during the Early Bird Discount period will be automatically granted a 10% discount on the tuition fees. To be eligible, students must submit all of the required documents for their application before February on join.kedge.edu

Early-bird discounts can be cumulated with merit-based scholarships.

→ Merit Scholarships

Academically gifted students can apply for merit-based scholarships: the Achievement Scholarship or the Academic Excellence Scholarship. To support their applications, the candidates need to provide a motivational statement, along with an accompanying document demonstrating their merit (e.g. course transcripts, an award or recognition, etc.)

Both merit scholarships are dedicated to exceptionally talented students. Your application will be assessed based on two criteria: the grade obtained during your interview with our academic team and your academic records (GPA, GMAT, GRE...).

Achievement Scholarship	2000€ discount on the tuition fees
Excellence Scholarship	4000€ discount on the tuition fees

The merit-based scholarships are non-cumulative (i.e. only one merit-scholarship can be granted per student), but could be cumulative with Early Bird discount until 28th February 2021.


Excellence Scholarships are conferred by the programme Director and are limited to outstanding profiles. These scholarships are not given at the discretion of the Kedge Admissions Department.

→ Kristen Hoey Scholarship - ISLI MSc

This scholarship is available for students from the United States of America, holding a degree from a US university, wishing to join the ISLI MSc programme. This scholarship is awarded in the memory of Kirsten Hoey a talented alumna of the ISLI programme. Each year, a selected number of American students with excellent academic records will receive a 50% discount on their tuition fees. To be eligible, students will be required to submit a letter of motivation online which will be submitted to Kirsten HOEY's family and the MSc programme Director for review.

The Kristen Hoey Scholarship can not be cumulated with any other scholarships.

INTERNATIONAL SCHOLARSHIPS

International students at KEDGE can benefit from various scholarships. [Explore them by zone:](#) 

AMERICAS

- Colfuturo Scholarship (Colombia)
- Conacyt Scholarship (Mexico)
- Funed Scholarship (Mexico)
- Frontenac Scholarship (Quebec)
- Eiffel Scholarship (several countries)

SOUTHERN EUROPE

- Cyprus Ministry of Education and Culture Scholarship (Cyprus)
- Avenir Scholarship (Spain)
- French Embassy Scholarship (Croatia)
- Franco-Hellenic Scholarship (Greece)
- French Embassy in Italy Scholarship (Italy)

INDIA, EAST ASIA

- Charpak Scholarship (India)
- French Embassy in Indonesia Scholarship (Indonesia)
- Ministry of Education, Culture and Human Resources Scholarship (Mauritius)
- French Embassy in Mauritius Scholarship
- French Embassy in Korea Scholarship (South Korea)
- Joseph Fourier Scholarship (Taiwan)
- Franco-Thai Scholarship (Thailand)
- Franco-Vietnamese Excellence Scholarship (Vietnam)

AFRICA & EASTERN EUROPE

- French Embassy in Guinea Scholarship (Guinea)
- Tahtawi Scholarship (Egypt)
- French Embassy in Burkina Faso Scholarship (Burkina Faso)
- Gabon Scholarship (Gabon)

CENTRAL ASIA, MIDDLE-EAST AND NORTHERN EUROPE

- Renault Scholarship (Marocco, Brasil; South Korea; India; Iran; Japan; Romania; Russia)
- Georgian / French Embassies Scholarship (Georgia)
- French Embassy in Afghanistan Scholarship (Afghanistan)
- TOTAL Scholarship (Iran)
- French Embassy in Iran Scholarship (Iran)
- French Embassy in Ouzbekistan Scholarship (Ouzbekistan)
- Campus France Denmark Scholarship (Denmark)
- Bolachak Scholarship (Kazakhstan)
- Abai-Verne Scholarship (Kazakhstan)
- Huygens Scholarship (Netherlands)
- Prins Bernhard Scholarship (Netherlands)
- VSBfonds Beurs Scholarship (Netherlands)
- Ankers Legat Scholarship (Norway)
- Kuwait Government Scholarship (Kuwait)
- Total/Quai d'Orsay Scholarship (United Arab Emirates)