

New for the 2018/2019 academic year

Master-MSc

'Digital Entrepreneurship and Innovative Business Creation'

offered by the IAE Poitiers University Management School and La Rochelle Education Group

As a result of the development of the Local Scheme of Higher Education, Research and Innovation (SLESRI), for the period 2018-2023, in partnership with the Niort conurbation, the IAE Poitiers and La Rochelle Education Group have decided to combine their resources to offer a new higher education programme of excellence, in Niort, for the start of the 2018/2019 academic year:

'Master-MSc Digital Entrepreneurship and Innovative Business Creation'

An innovative programme, developed in response to local needs

With regard to proven needs and the existence of strong local potential, this new partnership initiative aims to support, collectively, current technological changes and with the same dynamism, build on all the levers of innovation, in particular those of interest to the 'Digital' sector of the economy in the Niort area.

This programme, equivalent to 5 years of post-High School education, aims to train future high-level entrepreneurs to be able to carry out projects incorporating a strong digital element. It also aims to guide and assist the 'intrapreneurs' within businesses, who carry out high-level projects containing a technological or digital dimension, by offering a work-study track (professional training contract).

This Master-MSc is not only aimed at students, but also at private individuals with an entrepreneurial project, creators of start-ups, employees and those looking to change careers (the work-study track facilitates the learner's future project).

With support from La Rochelle Education Group's scheme '*LA SERRE AUX ENTREPRENEURS*' (The Entrepreneurial Greenhouse) and coached by professionals (notably from the Chambers of Commerce and Industry, including the CCI of the Deux-Sèvres region), learners will benefit from the *Statut National d'Étudiant Entrepreneur – SNEE*, (national status of student entrepreneur) in particular providing them with access to co-working spaces, individual support from a business creation advisor, the possibility of substituting their internship obligations for extra time on their own project and of enrolling on the D2E student entrepreneurship qualification (*diplôme d'établissement étudiant-entrepreneur*). The '*SERRE AUX ENTREPRENEURS*' dovetails perfectly with the local ecosystem by getting involved, from the outset, with incubator and accelerator schemes available in the region.

A programme developed through close partnership between the Niort conurbation, the IAE Poitiers University Management School and La Rochelle Education Group... dedicated to the Niort area Digital ecosystem

This programme, carried out through a partnership between the IAE Poitiers University Management School and La Rochelle Education Group, aims to foster and develop, in Niort, the sharing of expertise of these two higher education institutions. For many years, the IAE Poitiers and La Rochelle Education Group have forged close relationships in the fields of education (double degrees) and research (joint programmes in the CEREGE laboratory).

In addition, the Niort conurbation has provided the programme with premises located in a business hub in the *La Brèche* district of the city. This business hub is especially dedicated to 'Digital' projects and conveniently backs onto another premises housing start-up incubators and accelerators.

Programme objectives: to provide training and support for entrepreneurs working in the fields of digital and innovative technologies

The Master-MSc *Digital Entrepreneurship and Innovative Business Creation* is aimed at students with an entrepreneurial project with a high 'digital' and 'innovative technology' content.

Students will receive training in entrepreneurship and intrapreneurship within the field of digital and innovative technologies. The programme leads to the awarding of a double degree: a Masters qualification specialising in Sales and Marketing on the *Digital Entrepreneurship and Innovative Business Creation* track from the IAE Poitiers University Management School and an MSc from La Rochelle Education Group.

The Master-MSc Digital Entrepreneurship and Innovative Business Creation is open to post-High School students as well as learners undertaking the programme as continual professional development.

The programme, a veritable breeding ground for future entrepreneurs and intrapreneurs, is particularly aimed at:

- entrepreneurs in the field of digital and innovative technologies
- developers of digital and innovative technology projects in an existing company
- 'Third Place' organisers (living lab, fab lab, experimentation and innovation centres)
- project managers and consultants in the field of digital and innovative technologies

The Programme has been developed as a work-study format (through incubator support and an employment contract) to enable students to develop their entrepreneurial/intrapreneurial project at the same time as studying. The programme is based in Niort, within a business hub (as mentioned above), with some sessions carried out on the campus of La Rochelle Education Group and IAE Poitiers Niort campus.

Programme content: developing skills in digital entrepreneurship

In terms of competencies, the objectives of the programme are to enable entrepreneurs, intrapreneurs and entrepreneurial ecosystem actors...

- to evaluate the economic, technological and societal challenges of entrepreneurial projects
- to build a balanced business model that offers prospects for development
- to develop an environment conducive to the entrepreneurial process
- to control the accounting, financial and legal management of entrepreneurial projects
- to innovate and implement entrepreneurial projects

Jérôme Méric, Director, IAE Poitiers University Management School:

"Within the strategy of an IAE University Management School, entrepreneurship training is a valuable lever for interaction with economic actors in the local area. We have therefore been encouraging and nurturing this for a long time. In addition, our faculty includes research lecturers who are specialists in the use of digital technology from both an education and a support point of view. It was therefore an obvious decision to respond favourably to the request of the Niort conurbation and, more generally to the players in the Niort region, regarding a programme dedicated to digital entrepreneurship. It was also an opportunity for us to continue our partnership with La Rochelle Education Group... a partnership which has already been in place for some 10 years".

Bruno Neil, Director, La Rochelle Education Group:

"The creation of this new MSc completes the Group's offer of 5-year post-High School qualifications, allowing students to open up to innovation and to integrate digital changes into their professional project. This qualification also aims to provide them with a global vision of businesses which is essential in

advance of any entrepreneurial or intrapreneurial project. With the MSc Digital Entrepreneurship and Innovative Business Creation, La Rochelle Education Group is strengthening its network in the area in northern New Aquitaine and reinforcing its historical links with the University and the IAE of Poitiers, notably through research activities undertaken together through the 'Centre de Recherche en GEstion' (CEREGE)".

ABOUT IAE POITIERS UNIVERSITY MANAGEMENT SCHOOL

Founded in 1956, the IAE Poitiers is the Management School of the University of Poitiers, located on three campuses in Poitiers, Niort and Angoulême, and with an international presence in 12 countries. It welcomes some 2700 students, of which 1100 are international, who come to study on Degree, Master and Doctoral programmes. On its Niort campus, the IAE has developed an innovative 2-year work-study programme (Master Years 1 and 2) in Marketing Project Management. In particular, the IAE Poitiers is continuing to develop by offering distance learning and apprenticeships as well as by forging partnerships with local businesses.

ABOUT LA ROCHELLE EDUCATION GROUP

Multidisciplinary and multi-campus, La Rochelle Education Group is made up of 5 Schools. It includes La Rochelle Business School, La Rochelle School of Tourism & Hospitality, La Rochelle Digital School, La Rochelle Academy (offering preparatory and foundation courses) and La Rochelle Executive (offering continual professional development/executive education).

With a solid presence in its local region and a strong international dimension, the Group has developed an extensive network of partner universities, institutions and companies both in France and across the globe.

5 schools - 3500 students on campus - 82 different nationalities - 50 student clubs and associations - 170 partner universities across 48 countries - 14,500 graduates - 102 permanent faculty - 58 research lecturers - 193 lecturers from the corporate world - 41% of faculty are international - 50 major company partnerships

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