

# Innovation week (WEEK01\_IIBM)



## Présentation

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### Objectifs

The goal of this module is to :

- enable students to know how to conduct a project with the relevant processes, tools and techniques.
  - Apply project management techniques and intercultural skills in the context of a serious game on international branding with students from different partner universities.
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### Heures d'enseignement

TD	Travaux Dirigés	44h
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### Plan du cours

- Market research classes, then the market study phase in the students' respective countries.
  - Bringing together of the results and working on them during a week where the students will be physically in the same location : presentation to the key stakeholders at the end of the week.
  - Virtual conference : Final dissertation and oral presentation of the results obtained.
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### Compétences visées

On completion of the module, the student is expected to be able to :

**L01** : Develop the relevant project management plan

**L02** : Identify the project manager's responsibilities (communication, skills, ...)

**L03** : Manage stakeholders

**L04** : Develop the project schedule

**L05** : Create the cost management plan

**L06** : Create the risk register

**L07** : Be able to work in a multi-cultural team

**L08** : Structure a project at a distance

**L09** : Create an international branding plan

**Libellé court** : WEEK01\_IIBM

**Nature** : EC

## Infos pratiques

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### Lieux

➤ Anancy-le-Vieux (74)