

Innovation week (WEEK01_IIBM)



Présentation

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

Lieux

➤ Anancy-le-Vieux (74)