

Objective

The objective is to train executives and consultants able to:

- > manage the whole process of innovation :
 1. analyse industries, markets and public policies,
 2. design innovative strategies, design innovative offers (business model, business plan, service design) and
 3. market innovations
- > apply this innovation approach to the digital economy, whether in the ICT industry or in the context of digital transformation of business.

Positioning

Major in English with international audience, which allows students to develop an ability to work in multi-cultural environments.

Positioning on the digital economy in accordance with the expertise accumulated inside and outside the school

Introduction to research approach in order to increase students' analysis and decision-making autonomy

Job opportunities

Jobs related to the development of innovative products and services, in particular e-services and solutions :

- > New product manager in a marketing department
- > Business Developer
- > Manager or executive in a start-up or a new venture
- > Digital project manager (e-commerce, process digitalisation)
- > Consultant in digital transformation
- > Consultant in innovation in consulting firms, incubators or accelerators

Faculty

International Faculty with strong expertise in the digital economy, proven by publications such as books and articles, and/or consulting work.

- > **Pierre Vialle**, Major Director, IMT-BS School, specialist of the ICT industry and management of innovation.

- > **Jason Whalley**, Northumbria University (UK). Specialist of ICT firms, of IoT and Public Policy.
- > **Mark DeReuver**, Delft University (Netherlands), specialist of service design and business models.
- > **Marie Carpenter**, IMT-Business School, specialist of ICT industry analysis and innovation dynamics.
- > **Sirin Elci**, INOMER, manager and international consultant in innovation management and innovation policy.
- > **Gisèle Dudognon**, STRAMMACOM, manager and consultant in marketing

Contact

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Échangez avec les diplômés
sur le groupe **IMT-BS**



NAME OF THE COURSE, MODULE & THEIR COMPONENTS	NUMBER OF HOURS	CREDITS ECTS
Policy and Regulation of ICT in Europe	18	2
Platforms and Digital Ecosystems	21	2
Creativity and Design thinking	30	2,5
Market Research and Intelligence	30	2,5
Business Modeling and Service Design	18	2
Innovation Strategies	30	4
Sectoral Analysis and Innovation	21	3
Innovation Project Management and Marketing	12	1,5
Current Issues in the Digital Economy	30	3
PROJECT		
Research Workshop	18	1
Pre-thesis (180 hours of student work)		6,5
(FRENCH AS A FOREIGN LANGUAGE)	36	(2)
TOTAL	228 (264)	30 (32)

Examples of jobs right after graduation

- > **Social Media Marketing** at EMC, London
- > **Product Management**. BT Global services. Amsterdam
- > **Product Manager** at Exotissimo Travel Japan
- > **Consultant CRM and Digital transformation** at Kerensen Consulting
- > **Consultant Telecom et Média** at Capgemini
- > **Marketing manager** at L-Commerce (E. Leclerc)
- > **Direct Marketing and CRM Assistant** at Euler Hermes
- > **Project Manager** at Spark Labs Inc., New-York
- > **Product Marketing** at Blablacar
- > **Business Development Manager** at Comstor at Westcon Group,
- > **Product Manager** at Amadeus
- > **Orange Graduate Program**, Product owner
- > **Consultant IRM** at KPMG Luxembourg
- > **Consultant Strategy, Customer & Operations** at KPMG
- > **Payment product and e-channel strategist** at Kasikorn Bank
- > **Account Manager** at Verizon Enterprise Solutions
- > **Industry analyst/consultant**, Idate
- > **Digital transformation analyst** at CIGREF
- > **Digital analyst** at Accenture