

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**, Professor, Program Director, IMT-Business School, specialist of the ICT industry and management of innovation

- > **Ofe Hosea**, Researcher, Delft University, Specialist of Business Models and Data Marketplaces
- > **Jason Whalley**, Professor, Northumbria University (UK). Specialist of ICT firms, of IoT and ICT regulation
- > **Marie Carpenter**, Associate Professor, IMT-Business School, specialist of ICT industry analysis and innovation dynamics
- > **Camille Chaudet**, Director, CCT Consulting. Digital analytics expert
- > **Gisèle Dudognon**, Director, STRAMMACOM, Consultant in marketing

Contact

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



PROGRAM

	NUMBER OF HOURS	CREDITS (ECTS)
		30/32 (with FLE)
ANALYSIS OF MARKETS AND INDUSTRIES		
Sectoral Analysis and Innovation	21	2.5
Current Issues in the Digital Economy	30	2.5
STRATEGY DESIGN		
Theories of competitive advantage	15	2
Innovation Strategies in the Digital Economy	30	3
INNOVATION DESIGN AND MARKETING		
Creativity and Design thinking	27	2,5
Business Modelling and Service Design	21	2
Fundamentals of Digital Marketing	30	2
		2
RESEARCH AND ANALYTICAL TRAINING		
Business Analytics and Tools (Growth Hacking)	30	3
Market Research for Innovation	30	3
Research Seminar (preparation of pre-thesis)	18	1
Pre-thesis		6,5
Internship and Master's Thesis	Spring Semester	30

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