



In collaboration with



**MBA**

**ENTREPRENEURSHIP  
& INNOVATION**



# TAKE PART

IN THE 4<sup>TH</sup>

## INDUSTRIAL REVOLUTION!

With the billions of people connected to Internet on mobile, the expansive crowd-sourcing knowledge available and the ever-increasing predictive processing capabilities – possibilities have become infinite. These possibilities will be multiplied as a result of emerging technology developments in countless fields such as artificial intelligence, robotics, the Internet of Things, autonomous vehicles, 3-D printing, nanotechnology, biotechnology and renewal energy.

We are standing on the edge of a technological revolution that will fundamentally change our lives unlike anything humankind has experienced before. Like the three previous revolutions, the 4<sup>th</sup> Industrial Revolution has the potential to improve the quality of life for the major part of the world's populations. The 4.7 billion mobile phone owners in 2016 illustrate this massive expansion. Peer-to-peer music platforms have demonstrated how technology has reached a huge number of adopters in a reduced amount of time, paving the way to the development of new products and services, dramatically improving the experience and disrupting established business models. Booking a flight, renting a private home for a holiday, ordering a cab and paying without cash are just few examples of what can be done at the tip of our fingertips on mobile phones these days.

The platform ecosystems and the acceleration of technology innovation, combined with the velocity of business model disruptions are becoming complex to anticipate. Even the most connected and best informed business leaders need to set aside their most natural survival instincts in order to understand this fast changing environment, challenge the assumptions of their operating teams and continuously innovate for long term existence.

Tweaks are not enough! Only one out of 50 ideas becomes successful. It is time for real business innovation practices to drive the transformation of THE idea. For this reason we have developed a comprehensive part-time study program for individuals who believe that business innovation is on the critical path to transforming our social systems, going beyond simple technology and process automation.

### PAUL- HENRI BRUNET

Program Director – MBA in Entrepreneurship & Innovation

120 ECTS CREDITS

# CORE PROGRAM CONTENT

16 MONTHS PART-TIME STUDY

## 1 | DESIGN THINKING

WITH OCTO TECHNOLOGY

Define the problem to solve and then implement the solutions, always with the needs of the end user at the core of concept development

- Digital thought leaders perspective
- Marketing in Digital World
- Technology trends in a Digital World
- Enablers and platforms
- Product creativity techniques
- Software crafting & Fab Lab

## 2 | LEAN VALUE PROPOSITION

WITH OCTO TECHNOLOGY

Tackle the core challenges for business creating compelling products and services customers want to buy

- Lean canvas for value proposition
- Minimal viable product
- Technology ecosystem & Disruption models
- Consumer research & Market benchmark

## 3 | CORPORATE STRATEGY

Understand the key concepts and techniques to shape companies' innovation strategy

- Value creation
- New business models
- Business and features planning
- Process and tools for execution
- Strategy presentation

## 4 | ENTREPRENEURSHIP

WITH IMPACT HUB

Grasp the role of innovation in the entrepreneurial process and in firm creation

- Leadership readiness
- Company creation
- IP Management
- Startup investor toolkit
- Team creation

## 5 | AGILE PRODUCT DEVELOPMENT

WITH OCTO TECHNOLOGY

Leverage the agile methodology aimed at continuously delivering a working product

- Product development process
- Development techniques, architectures and operational systems
- Software crafting, prototyping and testing
- Deliver product objectives

## 6 | CUSTOMER EXPERIENCE

WITH CXPA CUSTOMER EXPERIENCE PROFESSIONALS ASSOCIATION

Design new experiences that fit with consumer needs and behaviour is necessary to create a competitive advantage

- User experience design and empowerment
- Customization management
- Web & Mobile platforms
- Setting key performance indicators
- Value offer design & Packaging
- Data & Targeting

## 7 | BUSINESS DEVELOPMENT

Define your key audience and how to reach them through optimized channels

- Lean commercial organization
- Market segmentation & Sales process
- Business development & Pipeline building
- Negotiation skills
- Communication and press relation
- Marketing toolkit crafting

## 8 | GROWTH HACKING

WITH OCTO TECHNOLOGY

Experiment across channels and product development to identify the most efficient ways to grow a : a combination of clever thinking and technical know-how.

- AARRR funnel analysis
- Lean tactics methodology
- KPI and OKRs
- Growth best practices & tools

## OPTIONAL PROGRAMS



Get 2 days inspiration from USI in Paris, an OCTO technologies event USI has grown to become a benchmark for major international conferences on digital transformation. USI's unique speaker line-up fosters excellence and creativity to provide a fresh outlook in Europe. Students will have the opportunity to exchange ideas, draw inspiration, and discuss the digital transformation of our societies at USI.



Travel to San Francisco to meet some of the most inspiring companies and experts in the field of entrepreneurship and innovation. You will have the opportunity to share your ideas and get key advices from local entrepreneurs, consultant and investors that will be key to shape your project.

# SHAPING YOUR FUTURE

During this Master's course, students will have the opportunity to work on concrete projects. They will apply the knowledge that they have acquired in a final assignment aiming at launching their own project. This cutting edge program aims to develop the knowledge and capabilities necessary to identify and analyse the key factors driving competitiveness and innovation at the organisational level.

**INNOVATION MANAGERS** focus on the development of new products, services or processes to develop business beyond core company business.

**BUSINESS STRATEGISTS** help a company's senior leadership improve internal processes in operating activities.

**PRODUCT PORTFOLIO MANAGERS** define the strategy that may comprise of different categories of products, different product lines or individual product.

**PRODUCT MANAGERS** are sitting at the intersection of business, design and technology.

**BUSINESS DEVELOPMENT MANAGERS** find new customers and persuade existing ones to buy extra services.

**INTRAPRENEURS** are managers within a company who promote innovative product development and marketing.

# INNOVATION APPLIED



### JOSEPH GLORIEUX

CEO - OCTO Technology Switzerland

"This program allows both CREA and OCTO to share their unique and pragmatic vision for developing an innovation mindset in their students. OCTO brings a wealth of skill, expertise and a strong professional network and is committed to making this the most exciting educational experience in Business Innovation."



### STEPHAN MONTERDE

Head of Disruptive Innovation for the Cisco Chief Strategy Office

Together with his team, he explores new territories, hunting for new ideas at the crossroads of technological breakthroughs and business model innovation.



### RICHARD PICKERING

Research Director - 2CV London

"Market awareness should be bumped to the top of your priority list when it comes to innovation."

# ADMISSION & CONDITIONS

## MBA IN ENTREPRENEURSHIP & INNOVATION – 120 ECTS CREDITS

**TEACHING METHOD :** For students with professional activity

**PROGRAM LENGTH :** 16 months

**PROGRAM :** Courses, workshops, e-learning / webcast and travel  
Masters project

= About 900 hours

+ Full-time job or a 5-months internship\*

**TIMETABLE :** Fridays 9 a.m to 6 p.m } 3x / month  
Saturdays from 9 a.m to 4 p.m }  
+ 3 full weeks of classes

**COURSE LOCATION :** CREA Geneva

**COURSE FEES :** CHF 20,500.-

+ Optional programs with additional fees (trips to  
INSEEC San Francisco, USI Paris)\*\*

### GENERAL ADMISSION REQUIREMENTS :

- Bachelor's or university's degree from an institution of higher education
- Swiss Federal diploma in marketing / communication
- CFC/EFZ (at least 5 years professional experience required)
- Other equivalent diploma
- Ability to participate effectively in a programme conducted in English

### NOTE :

- The school reserves the right to accept or reject a candidate for any reason
- A minimum of 15 students is required for the program to start
- The program content is subject to change



\*The 5-months internship or full-time professional activity must be validated by CREA and take place during the teaching period at the school.

\*\*The school is proposing optional trips on top of the core program, conditions and fees will be tailored to the number of registered students.

## A WHOLE WORLD OF OPPORTUNITIES

CREA BENEFITS FROM INTERNATIONAL RECOGNITION OF VARIOUS ORGANIZATIONS AND INSTITUTIONS WHICH FACILITATE INTER-SCHOOL EXCHANGES (I.E. SUMMER SCHOOL, INTERNATIONAL INTERNSHIPS, EDUCATIONAL EXCHANGES)

**EDUQUA** | Eduqua, Swiss quality certificate  
for continuing education institutions  
Switzerland

**AI** | Inspiring Excellence  
in Communications  
Worldwide

**International Advertising  
Association**  
New York

**edcom** | European Institute for Commercial  
Communications Education  
Brussels

**AGEP** | Geneva Association  
of Private Schools  
Geneva

**SWISS FEDERATION  
OF PRIVATE SCHOOLS**

**Swiss Federation  
of Private Schools**  
Switzerland

**Private  
school register**  
Switzerland

**INSEEC U.**

INSEEC U., through Sup de Pub, has been partnering closely with CREA since 2008. This successful collaboration has resulted in CREA officially joining the Group in September 2014. With more than 23,500 students and 120,000 alumni, INSEEC U. has strengthened its rank among the most important French higher-education institutions.

Present in four large French cities (Paris, Lyon, Chambéry and Bordeaux), as well as abroad (Monaco, London, San Francisco and Shanghai), INSEEC U. brings together all the exciting

possibilities and stimulating environments that large cities provide. Backed by a network of 350 international partner universities, INSEEC U. offers numerous possibilities of double-diplomas and academic exchanges worldwide to its students (under certain conditions).

CREA students benefit from the strength of an international group that provides global recognition of their diplomas and allows them to continue their studies in Switzerland or abroad.

[www.inseec-u.com](http://www.inseec-u.com)

ROUTE DES ACACIAS 43 CH -1227 GENEVA-ACACIAS T +41 22 338 15 80 [INFO@CREAGENEVE.COM](mailto:INFO@CREAGENEVE.COM)  
[WWW.CREAGENEVE.COM](http://WWW.CREAGENEVE.COM)

Design : CREA © 2019

