

## Compagny

### INSA ENTREPRENEURSHIP PROGRAMM

#### IDENTIFICATION

CODE : HU-5-FEE LYONTECH-S2

ECTS : 30.0

#### HOURS

Lectures : 180.0 h

Seminars : 50.0 h

Laboratory : 0.0 h

Project : 30.0 h

Teacher-student

contact : 260.0 h

Personal work : 490.0 h

Total : 750.0 h

#### ASSESSMENT METHOD

A certain minimum grade is required to be rewarded with the Certificat Manager Technologie et Entreprendre:

- 50% Final Jury: collective deliverables

- 50% Continuous assessment: collective and individual deliverables related to the project

#### TEACHING AIDS

Available in the FEE intranet.

#### TEACHING LANGUAGE

French

#### CONTACT

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#### AIMS

Founded in 1999, the Engineer Entrepreneurship Section (FEE Lyon Tech) aims at training engineering students in the creation of innovative activities. As part of the curriculum of INSA Lyon it provides an option to the students, Final Project Assignment. FEE Lyon Tech is both an educational program for entrepreneurial engineering students and a pre-incubator for those who wish to create.

FEE Lyon Tech also helps engineering students support projects carried out by INSA laboratories or private businesses. FIE helps the students identify models in value creation for new applications or growth markets.

#### CONTENT

The program is divided into three phases:

- ANTE PROGRAM: November to February, three evening videoconferences for far-away students: this phase is devoted to personal and collective reflection on the concept of entrepreneurship and business plan.

- INNOLAB: First half of February: a creative phase to mature and consolidate ideas suggested by students who are challenged by consultants in communication, project management, etc ... from the teaching program. This INNOLAB ends in the selection of 6 to 8 projects which then become the core of the FIE program.

- FEE Lyon Tech INTENSIVE: February - June 30: This phase is devoted to:

- The design of a value creation project translated into a business model or business plan,
- The acquisition of knowledge
- The command of the fundamental concepts of business management

The pedagogy developed within FIE enables participants to acquire three sets of skills which are essential for entrepreneurs. An entrepreneur must be able to:

- Dare to act as an entrepreneur and motivate and lead their team to conceive a professional project 30H

- Imagine so as to create value and concepts of products from innovative technologies and transform the concept offer into a profitable activity 80H

- Manage to master their project environment 60H

Within FIE participants should acquire a strong teamwork culture. This is why the program is built around the business or activity creation project. Each project is led by a team of 2 to 4. To enrich the training, teams can recruit trainees respecting the recruitment process framework. All contributions must find an immediate realization in the project.

The main concepts of entrepreneurship are subject to prior discovery by the participants prior to the consolidation sessions synthesis. The project catalyzes conceptual contributions

#### BIBLIOGRAPHY

Osterwalder A, Pigneur Y : Business Model Nouvelle Génération Edition Pearson  
Thousand P: marketing strategy and technological innovation - Wiley Edition

E Ries: Lean Startup - Edition Pearson

Osterwalder A, Pigneur Y: New Business Model Generation - Edition Pearson

PACE website: Agency for Business Creation: [www.apce.com](http://www.apce.com)

FEE website: <http://fie.insa-lyon.fr>

#### PRE-REQUISITE

Engineering students in their final year.

#### INSA LYON

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