

Innovation week



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.

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.

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

Infos pratiques

Lieux

- Annecy-le-Vieux (74)