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## Design of a new Course Aimed at Increasing the Number of new Innovative Enterprises

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Europe does not create enough innovative enterprises. Compared to America, the cultural approach of entrepreneurship is quite different in our countries: in USA, the intention of creating an enterprise is very present in young people's head during their studies and they do not fear failure, which is not the case in Europe. So it is necessary to encourage and to accompany young people towards creation. It is the reason why efforts are made for the creation of new curricula, even at secondary school level.

It is a fact that the number of enterprises created by Masters and Doctors in Engineering is not very important in France with respect to the number of graduates in these fields.

With all the actors of Region Centre we decided to build a one year course inside the engineering school, where people having "an idea" could learn how to lead it towards a new enterprise.

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This paper presents the genesis and the content of this course with its specificities linked to sustainable development (societal responsibility, eco design) and the demarche to create a consortium of private and public institutions around this curriculum.

## 1 CONTEXT

### 1.1 Europe and France in front of Entrepreneurship

Innovative entrepreneurship is a rare species in Europe: teachers, students and graduates of European higher education institutions seldom see the opportunity to translate their knowledge and education into innovative products and services.

As a driver and key element in combining the different areas of the Knowledge Triangle, Entrepreneurship is at the very heart of the EIT vision and activities.

In France, in 2009, the government decided to initiate the “Plan Entrepreneuriat Etudiant” so as to develop entrepreneurship inside higher education establishments. Both ministries of industry and education are in charge of this device.

### 1.2 Context of the design of this curriculum in our Region and partners involved

The initiatives of IET do not concern so much people but the concept developed can be transposed in the countries and regions. In the field of entrepreneurship: Universities cannot work alone; at the same time, for many years, socioeconomic organisms try, each at one's level, to develop entrepreneurship. Even if we know that knowledge is built in the mind of our young graduates, it is necessary to have the support of experience of all of them.

The course was constructed around academic partners: a school of engineering (Master Degree) part of a multidisciplinary University, a school of management part of the same University, a school of design existing in the same city as the University and professional partners: 2 organisms including business incubators and transfer of technology, Chamber of Commerce and Industry, Chamber of Experts Accountants, a cluster for innovation and service, banks, Institute for Industrial property, Associations of small and large enterprises, local authorities.

## 2 DESCRIPTION OF THE CURRICULUM

The course includes the acquisition of knowledge necessary to build an innovative enterprise, skills concerning management of an enterprise, personal development specific knowledge, elements concerning eco-design, innovation by services and creative design, but also the tutoring of the project from the emerging step to the real creation.

Each student will have a tutor which is an actor of economic life working in the same area. The aim is to develop also the competences linked to the process of creating an enterprise, and not only the competences of management of an enterprise. As the course has the aim to give the student not only a toolbox for creating an enterprise but also the concrete elements to do so as soon as the course ends, the professional thesis based on the project of creation will develop the maturation of the project all along this one year course. All along the project reviews of project will take place. Four of them should be integrated in the course.

The selection of student admitted in the course evaluating an equation of the personality of the candidates with spirit of entrepreneurship will be realised with help of professionals too. ■