

Master Management et Ethique des Innovations Biotechnologiques en Alternance

Programme 5^{ème} année - 2019/2020

	Volume (h)	ECTS	Validation
<i>Enjeux Stratégiques</i>	120	15	
Innovation, Management and Creativity*	24	3	Moy>=10
Sustainable Development and Performance*	24	3	Moy>=10
Business Trends and Communication*	24	3	Moy>=10
Innovation in the Biotechnology*	24	3	Moy>=10
Business Game	24	3	Moy>=10
<i>Enjeux Humains et Ethiques</i>	120	15	
Ethics of Life*	24	3	Moy>=10
Intellectual Property Law*	24	3	Moy>=10
Change Management	24	3	Moy>=10
Emotional intelligence management*	24	3	Moy>=10
Ethics and New Technologies*	24	3	Moy>=10
<i>Enjeux Opérationnels</i>	96	12	
Supply Chain Management*	24	3	Moy>=10
Information System Management*	24	3	Moy>=10
Capstone Case Study*	24	3	Moy>=10
Business Intelligence*	24	3	Moy>=10
<i>Electifs : 2 cours choisis par l'étudiant</i>	40	4	Moy>=10
<i>Compétences transversales</i>	79	14	
Langue Vivante (Anglais, Allemand, Espagnol ou Italien)	12	1	Moy>=10
Projet Professionnel et Personnel (PPP)	24	3	Moy>=10
Méthodologie de Recherche	24	3	Moy>=10
Mémoire de Fin d'Etudes	19	5	Moy>=10
Grand Oral	0	2	Moy>=10
TOTAL ENSEIGNEMENTS DONT EXAMENS	455	60	

**Cours dispensés en anglais*

Calendrier susceptible de modifications pour des raisons pédagogiques

Prérequis pour accéder à la formation : avoir obtenu les 60 crédits ECTS du Master 1 Management et Ethique des Innovations Biotechnologiques en alternance.

Détail des cours proposés

❖ *Innovation, Management and Creativity*

This course provides students with an understanding of how creativity and innovation can be facilitated and managed in a work setting. Students will learn about theoretical conceptualizations of creativity and innovation as well as practical applications involved in fostering creativity and innovation in the workplace.

❖ *Sustainable Development and Performance*

The course aims to provide students with fundamental knowledge of the notion of corporate sustainability, its background, its objectives and operating modalities. It will be one mainly referring to current trends in the way organizations answer increasing environmental, social and technological challenges. A specific focus will be done on the analysis of the connections between corporate strategy and corporate sustainability and the impact of corporate sustainability on business's functional organizational structures and on business performances. This course will thus discuss key concepts such as how organizations impacts on the environment and socio-technical systems, the relationship between social and environmental performance and competitiveness, the approaches and methods (e.g. organizational, managerial and operational tools) that can be adopted to effectively manage these issues. The course aims to equip participants with both the theoretical knowledge and the practical skills challenging students to think strategically, multi-dimensionally and innovatively regarding business management and processes.

❖ *Business Trends and Communication*

This course explores global markets and intercultural communications while providing advanced study, evaluation and application of cultural context, theories, stakeholders, and trends in media, advertising, and public relations. Analysis of ethical, legal, political, and social communications issues around the globe.

❖ *Innovation in the Biotechnology*

The course deals with the development and management of biotechnology businesses, with a focus on commercialising discoveries and inventions. The course consists of seminars based on practice and theory of the different stages of business development as well as a group-project presented in writing and orally.

❖ *Business Strategy Game (BSG)*

La simulation BSG est un jeu en ligne permettant de formuler et de mettre en œuvre une stratégie d'ensemble et des stratégies par activité dans un environnement concurrentiel international. Elle met les étudiants en situation quasi-réelle, ce qui les oblige à penser rationnellement et logiquement pour prendre des décisions stratégiques, tactiques et opérationnelles. Les étudiants sont répartis par groupe de 5 dans plusieurs univers indépendants et ils sont encadrés par deux intervenants. Chaque groupe aux profils différents et complémentaires dispose (1) d'un espace de travail défini et (2) d'un accès au site serveur de la simulation. Chaque univers est composé d'une dizaine d'entreprises concurrentes agissant dans le secteur des articles de sport (vente de chaussures). Tous les groupes

partent avec la même entreprise (cotée en Bourse) qui fabrique et distribue des produits de qualités et coûts variables, qu'elle écoule via des canaux multiples de distribution.

❖ *Ethics of Life*

OUTLINE

1. The value of human life: sanctity vs. the quality of life; life as absolute value, the principle of totality Methodologies in medical ethics.
2. Genetic control of human life.
3. Control of fertility (reproductive technology).
4. Abortion (birth control).
5. Ethical problems in health care:

❖ *Intellectual Property Law*

This course will introduce students to the world of international intellectual property law. It aims at making you familiar with the system of the international IP conventions and treaties, how they work and how they are applied. After this class you should be able to work with international IP cases and to apply the international IP law to them.

❖ *Change Management*

The objectives of this course are:

- To teach relevant, practical and applicable change management skills to equip students to proactively engage with change processes in the workplace.
- To improve the student's self-confidence to use change management tools and models to design appropriate change plans for their workplace.

❖ *Emotional Intelligence Management*

Emotional intelligence (EI) will provide the most important key to your career and personal success. Throughout this course, you will examine studies that support this claim. Along with understanding the research support for EI and dimensions of EI, you will be expected to examine and improve your emotional intelligence by participating in a variety of self-assessment activities and exercises.

❖ *Ethics and New Technologies*

Ce cours d'éthique des technologies numériques vise à sensibiliser les étudiants aux challenges éthiques qui accompagnent l'émergence des nouvelles technologies numériques (intelligence artificielle, big data, drones, robots humanoïdes, etc.). Ce cours sera l'occasion d'initier les étudiants à la place de l'éthique dans la réflexion et l'action humaine. Nous verrons que l'éthique est une démarche rationnelle possédant ses propres outils et nécessitant de s'adapter, et de contextualiser la réflexion, en fonction des problèmes particuliers rencontrés. Ainsi, après une introduction aux fondamentaux de la réflexion éthique, des exemples concrets seront abordés plus en profondeur (à titre d'illustration). L'accent sera mis sur l'investissement participatif des étudiants. Dans cette perspective, il sera demandé aux étudiants d'explorer une question éthique précise (pertinente par rapport au cadre du cours) et de débattre de leurs conclusions avec les autres participants.

❖ *Supply Chain Management*

This course covers basic principles of supply chain management and provides techniques used to analyze various aspects of logistics systems. Key concepts such as inventory management, communication, warehousing, distribution, and facility location are examined as an integral part of modern business. The course addresses insights, concepts, practical tools, and decision support systems that are important for the effective management of the supply chain.

❖ *Information System Management*

This course provides a broad overview of the issues managers face in the selection, use, and management of information technology (IT). Increasingly, IT is being used as a tool to implement business strategies and gain competitive advantage, not merely to support business operations. Using a case study approach, the course takes a management rather than a technical approach to the material presented. As such, it should be of use to students of general management interested in information technology and to students of information technology interested in management.

❖ *Capstone Case Study*

A capstone project is a multifaceted assignment that serves as a culminating academic and intellectual experience for students. It is designed to encourage students to think critically, solve challenging problems, and develop skills such as oral communication, public speaking, research skills, media literacy, teamwork, planning, self-sufficiency, or goal setting—i.e., skills that will help prepare them for modern careers. The project is also interdisciplinary, in the sense that they require students to apply skills or investigate issues across many different subject areas or domains of knowledge.

❖ *Business Intelligence*

The course aims at examining Business Intelligence (BI) as a broad category of applications and technologies for gathering, storing, analyzing, sharing and providing access to data to help enterprise users make better managerial decisions. You will learn the principles and best practices for how to use data in order to support fact-based decision making.