



## PRESS RELEASE

### **HEC Paris launches groundbreaking online Master's in Innovation & Entrepreneurship on Coursera**

March 29, 2017 - Paris, France: HEC Paris and Coursera launch their first fully online international degree program, the online Master's in Innovation and Entrepreneurship (OMIE). Europe's leading business school has created this degree in collaboration with Coursera, the world's leading online learning platform. The program is designed for present and future business leaders who wish to drive innovation within their organizations or launch new ventures. Applications are now open for the first intake of students with classes starting in September 2017.

According to HEC Paris Dean Peter Todd, the need for courses designed for entrepreneurial and innovative leaders is greater than ever: "In 2013, HEC Paris was the first business school in France to launch a Massive Open Online Course (MOOC) on the Coursera platform. Building on a long-standing experience in the production of such courses, this new online degree answers the needs of the ever-changing and rapidly-evolving world of business." For the past 135 years, HEC Paris has produced world-class innovators and entrepreneurs. Its more recent ability to build open courses will now be leveraged to develop a fully online degree for the entire world. The program will indeed expand access to a global audience of current and aspiring entrepreneurs and business leaders, drawing from Coursera's 25 million learners globally.

Coursera CEO Rick Levin is hopeful that the OMIE will make learning from a top business school attainable to people globally: "This is a degree for ambitious students who want to gain access to an international network of entrepreneurs and build high impact companies. Thanks to a unique curriculum based on stackable credentials, participants can benefit at each level of learning. They can choose a single course, decide to specialize in one program, or embark on a full-fledged degree. This degree represents remarkable progress in providing equitable access to education from a highly reputable business school."

The online Master's in Innovation & Entrepreneurship will be as selective as all other degrees at HEC Paris. But it is also designed to be flexible, allowing prospective students to start learning immediately on the Coursera platform with open enrollment Specializations. Once admitted, already completed Specializations can then be credited towards the degree.

By the end of the program, successful applicants will understand how to combine talent and capital, manage rapid growth and reduce risk factors by using decision-making skills they have acquired. The program's entrepreneurial angle also encourages students to explore a new way of thinking when

faced with different opportunities in social ventures, governments, and life. “HEC Paris offers participants the opportunity to learn from world-class practitioners in their industries,” explains Peter Todd. “Through innovative, fully online and interactive courses, participants will leave the program ready to launch their own venture or to innovate within their existing organizations. This is a unique opportunity to earn an HEC Master’s degree and join the exclusive HEC Alumni network.”

Students will work in teams over a six-month period on a project of choice, from the planning stages to bringing the idea to life. They will receive mentoring from experienced entrepreneurs and business leaders who will meet with them once a week. Successful graduates will be able to move their respective project into its next phase by applying for seed funding from HEC Paris, and have their project come to fruition at HEC’s incubator, based at Station F, the world’s biggest startup campus.

To learn more about the HEC Paris Master’s in Innovation and Entrepreneurship offered on Coursera, visit: <https://www.coursera.org/degrees/masters-innovation-entrepreneurship>

### About [Coursera](#)

Coursera is an online education company that partners with 150 of the world’s top universities and education institutions to offer courses, Specializations, and degrees that empower learners around the world to achieve their career, educational, and personal enrichment goals throughout their lives. Since launching in 2012, the company has grown to 25 million registered learners who can choose among 2,000 courses and 180 Specializations available to enroll in at any time.

### About [HEC Paris](#)

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, Summer School, MBA, PhD, Executive MBA, TRIUM Global Executive MBA, open-enrolment and custom executive education programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year.

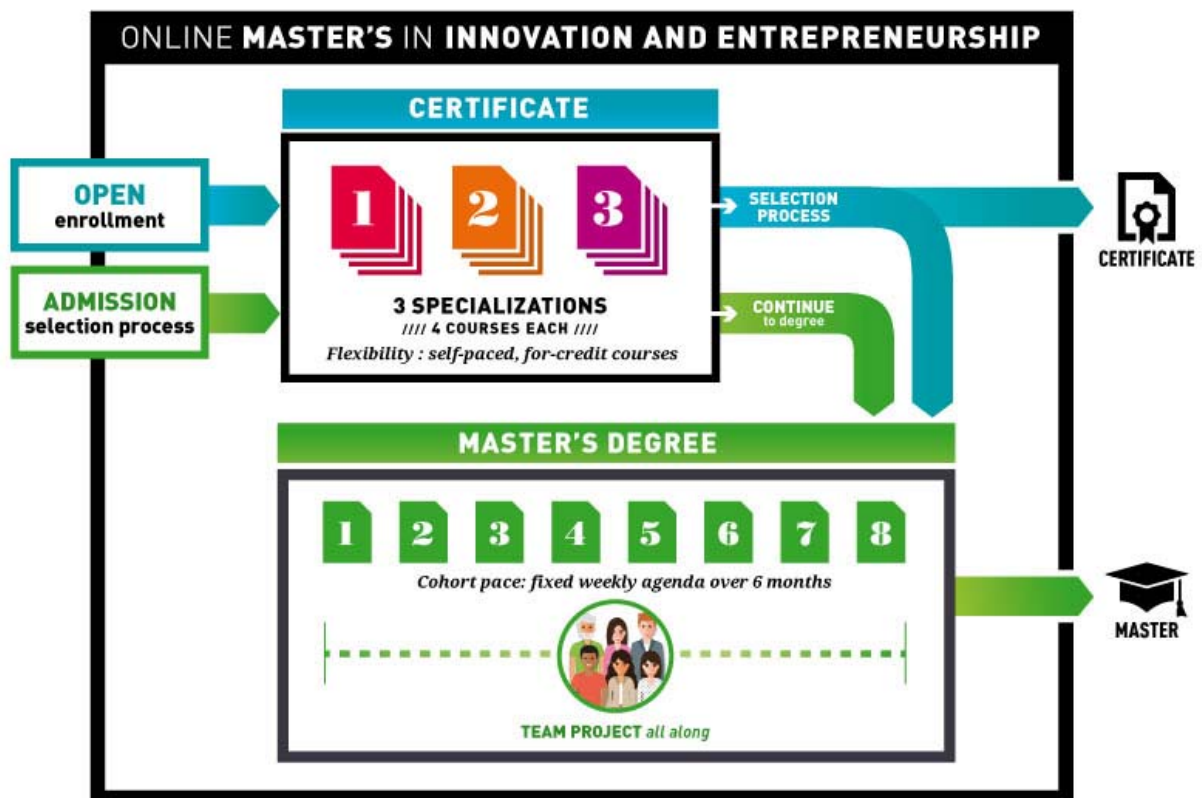
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# Online Master's in Innovation and Entrepreneurship

## List of specializations and courses



### Creativity and Innovation

- Boosting Creativity - Anne-Laure Sellier
- New Product Development - Svenja Sommer
- Developing a Customer-centric Strategy through Marketing - Frédéric Dalsace, Corinne Dauger, Marc Vanhuele
- Intellectual Property Law for New Businesses - Pascale Brochard

## Scaling up

- Entrepreneurship Strategy: from ideation to exit- Ambroise Huret
- Scaling Up Operations – Sam Aflaki
- Managing the Performance of a Growing Enterprise – Sebastian Becker
- Marketing through Social Media - Kristine de Valck

## Innovation and Entrepreneurial Strategy

- Business Strategy – Pierre Dussauge
- Strategic Management of Innovation - Thomas Astebro
- Organizing for Innovation – Giada Di Stefano and Tomasz Obloj
- Social Entrepreneurship and Changemaking - Florian Hoos

## Master's Degree Program Project-based courses

Exclusive access for admitted degree students.

Includes a team-project coached by seasoned entrepreneurs and business leaders

- Team Building – Marc Beretta
- Design Thinking: Creative Solutions for Innovation - Sihem Jouini
- How to Create a Business Plan - Frédéric Iselin
- Negotiations - Mathis Schulte
- Online Business under Information Asymmetries – Stefano Lovo
- Entrepreneurial Finance - Etienne Krieger
- Private Equity and Venture Capital– Patrick Legland
- (Re-)invent your Business Model with the Odyssey 3.14 approach – Laurence Lehman-Ortega and Hélène Musikas

# Online Master's in Innovation and Entrepreneurship

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## Admission process

The admissions process for the Online Master's in Innovation and Entrepreneurship is rigorous but straightforward. HEC Paris welcomes applications from candidates based all over the world, who are fluent in English. High-quality professional experience in either innovation, new product development, launching business ventures or entrepreneurship, as well as the relevance of professional projects will play a key role in the success of each application.

### Eligibility criteria

Candidates for the Online Master's in Innovation & Entrepreneurship must:

- Hold a Bachelor's degree
- Have a minimum of 5 years of professional experience

### Application process

The final selection is based on applicants' online application, including written essays, recommendations and an online video presentation of their project and motivations.

Candidates will need to upload the following documents to complete their application:

- A copy of their university transcripts
- A copy of their degree
- A copy of all their proctored exam results if they have completed or if they are currently following the Online Certificate in Innovation Management and Entrepreneurship
- English language proficiency test score ([TOEFL](#), [TOEIC](#), [IELTS](#) or [CAMBRIDGE](#)). Native speakers of English or candidates who already have a degree from an institution where all instruction was conducted in English, are exempted
- Résumé (CV) and 2 online letters of recommendation
- A 3-minute online video pitch
- If applicants have completed the GMAT or the GRE, they may upload their results. Although the submission of a GMAT or GRE score is not mandatory, it will be taken into consideration for those who have taken the exam.

When completed, the application will be submitted to the HEC Paris Online Master's in Innovation and Entrepreneurship Admissions Committee for the final decision. Candidates may be invited to an online interview with one of the Program Directors.

**Admission calendar** - Round 1: 15<sup>th</sup> May 2017

# Online Master's in Innovation and Entrepreneurship

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## HEC Paris & Coursera

HEC Paris' four-year partnership with Coursera has provided a wide range of learning opportunities for students and active professionals who benefit from the teaching of some of the world's top academics. The partnership builds on the remarkable expansion of Coursera as an online provider of higher education courses and the pedagogical entrepreneurship of HEC Paris' faculty and online development team. In five years, Coursera has enrolled 24 million students for over 2,000 courses and 160 specializations. HEC Paris has already developed 12 MOOCs and one specialization, attracting thousands of participants from around 200 countries. The MOOCs are:

[Creating and Developing a Tech Startup](#)

[Investment Management in an Evolving and Volatile World by HEC Paris and AXA Investment Managers](#)

[Anticipating Your Next Battle, in Business and Beyond](#)

[\(Re\)-invent your business model with the Odyssey 3.14 approach](#)

[Understanding Europe: Why It Matters and What It Can Offer You](#)

[Time to Reorganize! Understand Organizations, Act, and Build a Meaningful World](#)

[Devenir entrepreneur du changement](#)

[Créer et développer une start-up technologique](#)

**Specialization “*Inspirational Leadership: Leading with Sense*” composed by four MOOCs:**

[Building Your Leadership Skills](#)

[Giving Sense to Your Leadership Experience](#)

[Leading Organizations](#)

[CAPSTONE: Your Leadership Challenge](#)

The concept of MOOCs – free, universally accessible knowledge – appeals to HEC Paris as a way of sharing its expertise and knowledge with a wider, global audience. Inspired by the past success of the iTunes U platform (which has totaled over 2 million downloads in just three years), HEC Paris aims at further sharing its conviction that knowledge determines the freedom and entrepreneurship required for a better world.

In its 135 years of existence, the business school has consistently attracted individuals who are innovative and entrepreneurial, ambitious and open-minded, capable of becoming architects of a responsible world. These include the likes of graduates Emmanuel Faber, CEO of Danone and François-Henri Pinault, Chairman and CEO of Kering.