

Master « INNOVATION, ENTREPRISE ET SOCIÉTÉ » SPECIALITY
**ECONOMICS OF INNOVATION FOR
SUSTAINABLE DEVELOPMENT**



Target Audience

The profile of the expected students supports the Campus d'Excellence project to which Université Côte d'Azur is committed, in that the joint Masters course aims to attract a user public that the institution is currently unable to attract due to the lack of an equivalent training offer.

On the one hand, French students with proven academic qualities who are interested in the economics, law and management of environmental innovations and who wish to: either advance to senior management positions in companies of international scope, in order to guide their development by providing them with the keys to sustainable growth; or carry out a doctoral thesis (based on multiple funding: ministerial, European, CIFRE, regional exchange, etc.) at GREDEG, by feeding the skills and resources of the laboratory teams on issues that are at the heart of its current and future concerns.

On the other hand, Italian and foreign students with high academic potential could be attracted and, as the second year of the Master is planned in Nice, selected to complete a doctorate within GREDEG, in close collaboration with EUR ELMI and in conjunction with the DESPEG doctoral school (ED 513).

Challenges

The main objective of the joint EISD Master is to provide students with the necessary skills to diagnose and interpret the main changes affecting the competitiveness of private sector organisations (start-ups, SMEs, ETIs and large groups), in close connection with the innovation process introduced as part of the challenge of sustainable development. The transformation of businesses is part of a more global dynamic that takes account of environmental, social and economic concerns. It involves changes in occupations and employment that need to be supported.

To better integrate these changes and enter the era of Industry 4.0 and sustainable development, companies need managers who can take decisions in an uncertain environment and implement appropriate operational and managerial solutions. Companies are therefore looking for managers who have a global vision of the changes taking place in industry and who are able to:

- Process and analyse large amounts of data
- Develop strategies in a context of change
- Analyse and manage the main industrial risks
- Design and implement responsible value chains
- Develop sustainable corporate financing
- Design and implement new business ideas

In addition to these specific skills that the joint EISD master's degree aims to train, there are also transversal skills related to the use of tools and software for data processing and analysis, the different methods of study and analysis, or the ability to work in teams under constraints.

This master's degree in «Innovation, Enterprise and Société», speciality Economics of Innovation for Sustainable Development is new. It will open in September 2024.



OBJECTIVE OF UNIVERSITY TRAINING

The aim is to train teacher-researchers in the field of the economics of innovation and sustainable development, as well as industrial and financial managers capable of helping companies meet the challenge of the current dual digital and ecological transition.

PRESENTATION

The EISD Master's degree, supported by Université Côte d'Azur and University of Turino, is a joint degree awarding a diploma recognised by the French and Italian governments. It is a Europe-wide course that ensures articulation between all university cycles, in particular those of the Master-PhD. It focuses on sustainable development, with a strong emphasis on eco-innovations and the analysis of firm, regional and urban dynamics, giving rise to multidisciplinary thinking and insights (economics, management, law). This is an international relevant domain of study, that leverages existing skills and at the same time requires the combination of new competences to support the governance of future innovation projects, with close links between training and research.

The aim of the joint Master's programme is threefold:

- (1) to provide students with high-level skills in analysing the economic dynamics underlying innovation processes in private and public organisations, with a particular focus on strategies linked to new technological challenges such as digital transformation and the ecological transition;
- (2) to provide students with statistical and econometric tools and methods useful for analysing data and technological trends and necessary for informed coordination and planning of corporate innovation strategies compatible with sustainable development objectives;
- (3) to provide students with activities conducive to developing and strengthening their language skills.

The aim of this joint Master's programme is to help bridge the growing gap between supply and demand for the high-level skills needed to face the increasingly uncertain and urgent competitive environment in which companies operate. The course is therefore designed to provide advanced knowledge in the various subject areas (economics, management, law) through the involvement of lecturers with recognised scientific and research profiles.

CONTENT

1st year (Turin)

Unit 1 - Innovation and sustainable development

Unit 2 - Statistics and Econometrics

Unit 3 - Economics of innovation in the energy sector

Unit 4 - Finance, Strategy and new Business Models

Unit 5 - Option 1, one course to choose (Informatics (Python Coding) - Innovation and technology policies)

Unit 6 - Option 2, one course to choose (Business data analytics - Management of innovation in the agrofood sector - Ethics of technology - Social impact reporting or private public and hybrid organisation)

2nd year (EUR ELMI)

Unit 1 - Research design in economics

Unit 2 - Academic presentation and writing

Unit 3 - Finance and sustainable development

Unit 4 - Regulation in the digital era

Unit 5 - Green innovation, knowledge, and changes

Unit 6 - Artificial intelligence and industrial strategies

Unit 7 - Professional and research project (Exams to choose - one activity to choose - Dissertation)

ADMISSION CRITERIA AND PREREQUISITES

The EISD Master is a joint degree delivered both by Université Côte d'Azur and University of Torino. This international Master is opened to holders of:

- Bachelor's degree in Economics or Business Administration (obtained through initial training or validation of prior learning);
- Another diploma at L3 level after consultation with the Pedagogical Commission.
- English language skills (C1) are required.

Interested candidates should apply via the [Mon Master](#) French platform.

The quality of their application will be assessed by a Pedagogical Commission. The aim of this first selection phase is to establish a list of eligible students.

The admission phase follows the eligibility phase. This second stage of the selection process takes the form of an oral interview with the Pedagogical Commission. The commission assesses the candidate's qualities (knowledge, personality, oral expression, clarity and coherence of the professional project) and motivation.

The final decision on admission will be after the interview in June.

The application procedures for French and foreign students are the same as it is a joint international Master programme.

Career opportunities

The professions covered are diverse (non-exhaustive list):

- Risk manager;
- Environmental finance specialist;
- Head of innovation;
- Research and development manager;
- Business analyst
- Data manager
- Digital manager
- Innovation and sustainable development strategy consultant
- Business manager
- Economic studies officer
- Digital researcher...

RESEARCH LABORATORY

Groupe de Recherche en Droit, Economie et Gestion



PARTNERS

Department of Economics and Statistics «S. Cagnetti de Martini»
University of Torino



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