

MASTERNOVA®

post-master Master's degree (MS)

*MANAGEMENT OF INNOVATION
In AGRO INDUSTRY & BIO-INDUSTRIES*

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*20th promotion
2014-2015*

MASTERNOVA

- ◆ The experience of a cooperation of two ' Grandes Écoles ' for 20 years
- ◆ Project initiated by some professors belonging to the two institutions :
- ◆ AGROPARISTECH, whose vocation is devoted to science and industries in agro and bio fields
- ◆ NEOMA Business School
 - 2 campus in Reims & Rouen
 - A Chaire in Bioeconomy in Reims supported by the world competitiveness cluster for industry and agro resources and public regional funding.

MASTERNOVA : GOALS

- ◆ To give a double competency
 - in bio and life sciences and
 - management
 - to enhance skills of future professional managers of innovative projects connected to bio field.

- ◆ Double competency = high level of employability (70-80% from the students get a job 3 months after being graduated)

- ◆ Double degree Agroparitech and Neoma business school.

Students

- ◆ ~ 15-25 students...
 - ... French and international students (20-30%)
 - ... with professional experience or not
 - ... Graduated from a scientific university (95%) or business school
- ◆ Alumni network : involved in the development of Masternova. Alumni are participating to professional seminars.

Who can be a student of Masternova?

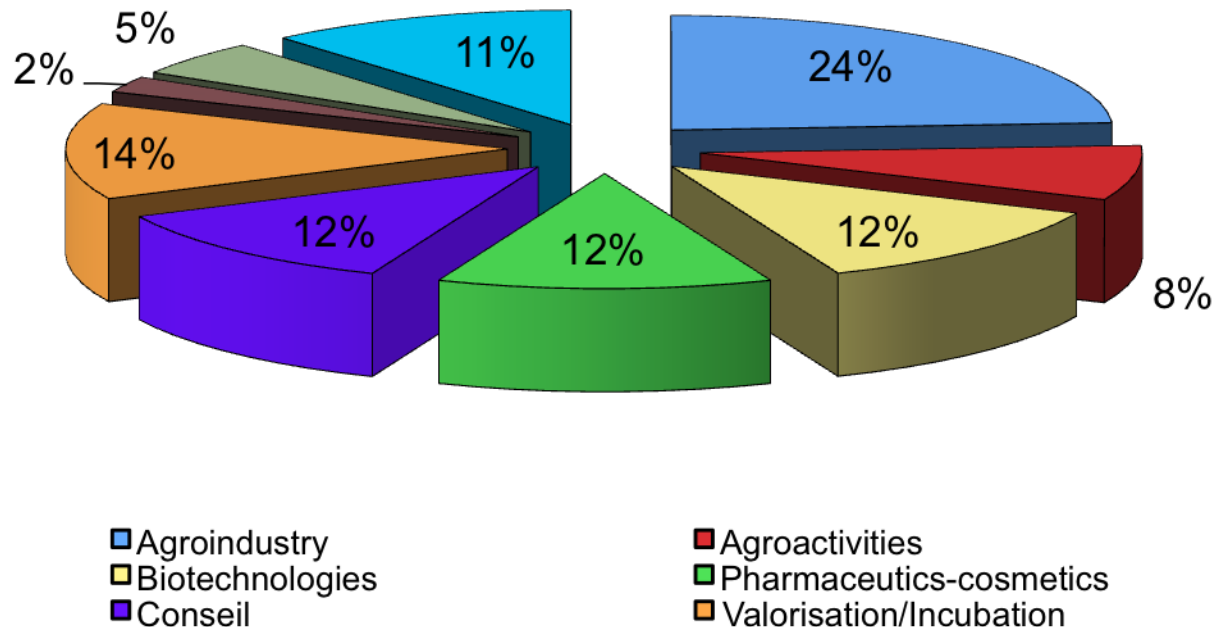
- ◆ Masters
- ◆ Engineers
- ◆ PhD
- ◆ Others(veterinarians, pharmacists)
- ◆ Non scientific profile (no more than 5%)
- ◆ Avec ou sans expérience professionnelle

JOBS

VARIETY OF JOBS :

- **Industries** (Agro industry, Health, Biotechnologies, Consultancy, Valorisation and innovation transfer, Cosmetics, Green Chemistry, ...),
- **Structures** (start-ups, middle or big size companies , research centers, consultants, competitiveness clusters, ...)
- **fonctions** (R&D, marketing, business developpement, finance, project manager, product manager...).

Industries and Economic sectors...



VALUE

- Higher salary
- Higher Responsibilities
- Faster Professional Evolution
- Access to industries or functions out of reach without being graduated from Masternova

- Independent Study by Conference of 'Grande Ecoles' (France) 2012 (promos 07-08, 08-09, 09-10 et 10-11 ; 76% of answers
- 100% recognize a positive impact on their career
- 90% would recommend to a young graduate to attend the cursus of Masternova.

Key features of the program

- ◆ 18 seminars (september-february)
- ◆ Proj' Innov[®] (september-february)
- ◆ Internship $\geq$ 6 mois (march et end september)

Seminars

- ◆ ~ 535 hours
- ◆ 25%professionals/75% by Academics
- ◆ 50% Management/50% Bioscience.
- ◆ 2 1/2weeks in Reims

Proj' Innov

- ◆ Group project
- ◆ Design of a new product , technological feasibility, strategic marketing, strategy of development Business-Plan
- ◆ Implementation of Seminars
- ◆ Oral presentation in english
- ◆ Coaching
- ◆ Examples of products : yaourts with essential oil, maki with fruit, colored bread...

Internship

- ◆ Individual coaching: *firm coaching + school coaching*
- ◆ Professional thesis

PROJ' INNOV (20 ECTS) **mise en application**

English(2 ECTS, 11 à 16 h)

Professional Project: individualized coaching

Medecines : from concept to commercial launch.

**INTERNSHIP:
TO BE INVOLVED IN AN INNOVATIVE
PROJECT
(30 ECTS, 6 MONTHS)**

Application

◆ On line www.agroparistech-executive.fr or [www.neoma](http://www.neoma.fr)

◆ DATES :

first session	31 may2014 (inscriptions) 10-11 june 2014 (interviews)
2 ^e session	31 august2014 (inscriptions) 05 september2014 (interviews)

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Fees = 10 500 euros

Thank for your attention