



UNIVERSITY CERTIFICATE*: LEADING DISRUPTIVE INNOVATION

“How do I spot disruptors? How do I become one?”

This Certificate will cover all stages of the innovation process, from the opportunity analysis phase to the final design of a business plan. It focuses on radical innovation that redefines the rules of the game in more and more sectors of the economy.

BENEFITS FOR PARTICIPANTS

For you

- ▶ Better understand the major issues around the potential threats and opportunities of being disrupted for a traditional player or start-up.
- ▶ Lead a structured and coherent collective ideation exercise.
- ▶ Successfully convince investors and other decisions makers and develop a solid business plan.

For companies

- ▶ Invite your staff to think beyond the traditional boundaries of competition.
- ▶ Have people trained in effective tools and methods to identify and seize opportunities.
- ▶ Activate the potential of creativity through a collective approach that can be easily applied in the company afterwards.

ACADEMIC SUPERVISOR



Nicolas Neysen, Ph.D., currently Digital Transformation Lead at HEC Liège. He is in charge of the coordination of various initiatives involving digital technologies and skills - from education to research, projects and partnerships with external stakeholders interested in developing strong links with the business school.



54 contact hours + work at home



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English



Expert



Presential



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REGISTER

*Subject to approval by ULiège and ARES

EDUCATIONAL TEAM



Zoltan Horvarth, MBA, Ph.D., Head of Academy at HEC Liège Luxembourg, he teaches various finance courses and strategy simulations. He has 20+ years of professional experience in corporate finance, having worked in the past for EY and Merrill Lynch, and as a serial entrepreneur.



Frédéric Ooms, Ph.D., MBA, Assistant Professor Innovation & entrepreneurship at HEC Liège, he is certified Design Sprint and Design Thinking. He has worked in investment companies, startups and intervenes in many large groups to support the redefinition of their innovation strategy.



Benedikt Jonas, he is a Director at PwC Luxembourg Strategy and has 20+ years of international experience in EMEA and the US in successfully leading digital strategy, brand and marketing projects from idea creation to global implementation. Benedikt works with global clients delivering data driven strategy, Marketing, Brand and Sustainability projects.



Gaston Trauffer, Ph.D. He is the Head of Industrial Policy and a member of the Management Committee at FEDIL, Luxembourg's industry federation. Before joining FEDIL, Gaston was the Director of Communication, Marketing and Strategy at Luxinnovation, Luxembourg's National Innovation Agency. Gaston also worked at EY, Luxembourg. He spent several years working in Tokyo, Japan as an industrial analyst and as a consultant in Zurich, advising technology-based companies in innovation management.



FURTHER INFORMATION

TARGET AUDIENCE

This programme is open to candidates with business experience, holding a management or innovation related role within their organization, interested in the subject of innovation and strategic foresight.

THE CONDITIONS FOR THE ADMISSION

Bac+3 and 3 years of professional experience (documents needed).



CONTACT US:

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PROGRAMMES

UNIVERSITY CERTIFICATE: LEADING DISRUPTIVE INNOVATION

SESSION	SCHEDULE		TOPIC
MODULE 1: STRATEGIC ASSESSMENT			
Session 1	18:30	21:30	Introduction
	18:30	21:30	Context analysis recap Part 1/2
Session 2	18:30	21:30	Industry speaker: Speaker describes the state of the insurance industry in Luxembourg including structure, trends, etc.
	18:30	21:30	Context analysis recap Part 2/2
MODULE 2: INNOVATION			
Session 3	18:30	21:30	Innovation Part 1/3
Session 4	18:30	21:30	Innovation Part 2/3
Session 5	18:30	21:30	Meet the Innovators: Fintech
Session 6	18:30	21:30	Innovation Part 3/3
Session 7	18:30	21:30	Assignment#2: In class test
MODULE 3: IDEATION			
	18:30	21:30	Assignment#1 is due before 18:30 22/2
Session 8	18:30	21:30	Ideation Part 1/3
Session 9	18:30	21:30	Ideation Part 2/3
Session 10	18:30	21:30	PE/VC guest speaker : Investors perspective on pitches: best and worst practices, how to get the second pitch invitation
Session 11	18:30	21:30	Ideation Part 3/3
Session 12	18:30	21:30	Assignment#3: Pitching
MODULE 4: DESIGNING A MINIMUM VIABLE BUSINESS PLAN			
Session 13	18:30	21:30	Anatomy of a Business Plan
Session 14	18:30	21:30	Mentoring session 1/3
Session 15	18:30	21:30	Mentoring session 2/3
Session 16	18:30	21:30	Mentoring session 3/3
ASSIGNMENT #4 PART 1, WRITTEN BUSINESS PLAN IS DUE ON 18/4			
Session 17	18:30	21:30	Final Presentation



HEC LIÈGE LUXEMBOURG

In association with Chamber of Commerce

HEC LIÈGE LUXEMBOURG

HEC Liège has close connections with Luxembourg which currently hosts 1,300 of their active alumni. HEC Liège feels this makes Luxembourg a natural home for a Business School and the place to offer an International MBA & Executive programmes.

HEC Liège Luxembourg is located at the Chamber of Commerce in Luxembourg, in the Financial and European District, and proposes new high-level programmes focused on attracting and developing worldwide talent for the local and international job markets.

This Certificate is also an integral part of the MBA HEC Liège Luxembourg. You can then complete your course with other modules to obtain the MBA title.

Contact us:

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A PARTNERSHIP FOCUSED ON DIVERSITY, EXCELLENCE AND THE INTERNATIONALIZATION OF EXECUTIVE EDUCATION PROGRAMMES

Programmes organized in Luxembourg:

- ▶ MBA without internship
- ▶ MBA with internship
- ▶ Private Equity (University Certificate)
- ▶ Disruptive Innovation (University Certificate)

For more information:

WWW.HECULIEGE.LU