

Eol exam structure

The exam will be structured on three/four questions:

Two question will be on the slides

- Describe the innovation chain framework in general [then I can ask to focus on a specific phase such as the conversion phase]
- Define what is a business model [then I can ask you to detail the relevance of the value proposition]
- Describe what is an ERP system and what are its key features

One question will be on one exercise of your individual assignment

Then eventually, an optional question on the MOOC

- Describe the stages of the Stage-Gate model
- Explain why teams are important for innovation

Eol evaluation criteria (Theoretical part = 80% of the final mark)

The exercises weight up to 4 points each, with the question on the individual assignment being able to increase (or decrease) up to 2 points

The two questions on the slides weight 5 points each

The optional question on the MOOC can give you up to 2 points extra.

The final mark is the rounded weighted average of the theoretical part (80%) and the Nautilus (20%)