Project Management

ECTS : 3

Enseignant responsable : Guilhem ABBAL

Langue du cours : Français

Volume horaire : 18

Description du contenu de l'enseignement :

Understand your area and plan accordingly
3h – 4h

- The role of fragrances / flavors: marketing-mix impact / brand DNA/story telling, well-being & neurosciences

- Introduction to the fragrance industry: players, business models and challenges

- Type of accounts for the Project Manager / Key Account Manager

- Customer brief examples / Cases: identify needs, objectives and stakeholders, understand the ressources available and create the right organization to deliver a best-in class product & service on time

Human resources and business approaches
3h – 5h

- The crucial role of market intelligence in the fragrance industry

- When you manage from A to Z, the importance of the organization & collaboration

- Strategic mindset to succeed internally and externally: how to win?

- Manage your business to mitigate risks in an uncertain environment

Being an expert
3h – 5h

- Essential skills / knowledge to manage a project and extra ones to go beyond the core mission

- Using your know-how for generating new dynamics

Immersion
3h

- Class @L'Appartement Étoile by Symrise

- Olfactive training 2nd part

- First Evaluation

- Job opportunities and module's best practices summary

- Olfactive training 1st part

Magistère on the creative floor
5h

- Cases

Compétences à acquérir :

Understand the **ecosystem**'s importance when you manage a project,

Being able to **implement**, **secure** and **embark** the organization you are in charge of for delivering valuable results,

Dealing with **complexity** while increasing your level of **expertise**

Mode de contrôle des connaissances :

Quizz (30%) and Case (70%)

Coefficient : 1.00

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