

## **WINTER SHORT PROGRAM**

## INNOVATION BUSINESS WEEK

• CLASSES

COMPANY VISITS

• CULTURAL EXPERIENCE

1 week Program length 40-45 contact hours

WHY SHOULD YOU JOIN?

Get course credit while gaining exposure to

Acquire the tools to approach different company

Enjoy a ski day at the reknown Alpe d'Huez resort

Study in English while living in France

European corporate environment

Discover the French Alps and culture

Obtain the Certificate for Serious Games

Earn

while gaining exposure to European corporate environment

## LEARNING OBJECTIVES

At the end of the program, participants will be able to:

- Discover new aspects of high-tech business
- Compare and contrast business practices in various management cultures
- Understand and decipher problematics in the IT sector through new ways to problem solving

Students who are open-minded and looking for diverse experiences

**PARTICIPANT PROFILE** 

- Students who are interested in EU approaches to global issues
- Diverse individuals who wish to complement their professinal background
- Company visits

cultures

• European company with global activity

**PROGRAM HIGHLIGHTS** 

- International company based in Grenoble
- Technology start-up

## $\stackrel{ extsf{Q}}{\sim}$ contacts

#### Carole GALLY

Academic Advisor Head of LVCE Dept. +33 (0)4 76 70 64 40 carole.gally@grenoble-em.com

#### Andrea YESILADA

Incoming students Coordinator +33 (0)4 76 70 62 59 andrea.yesilada@grenoble-em.com

## **GEM QUICK FACTS**

145 International partners8, 000 students3, 300 international students







## **RANKINGS**

7th in France
Top 25 in Europe
Top 50 worldwide

## TENTATIVE SCHEDULE - JANUARY 2023 - Subject to change

		Sunday  Arrival at Lyon Airport  Shuttle from Airport to Grenoble			
Mon 2	Tue 3	Wed 4	Thu 5	Fri 6	Sat/Sun 7&8
8.30-9.00 Welcome Coffe 9.00-12.00 French language & Cultural aspects Prof. Carole Gally	9.00-1.00 Serious Games Prof. Hélène Michel	9.00-1.00 Crowdsourcing/ Open Innova- tion Prof. Thomas Gillier	9.00-12.00 Digital Marketing Prof. Andrew Walker	9.00-1.00 Company Visit	Free time
LUNCH					
<b>1.30-6.30</b> Design Thinking <i>Prof. Gordon Ray</i>	2.00-5.00 Serious Games Prof. Hélène Michel  7.30 Welcome Dinner «La Salle à manger»	2.00-6.00 Digital Marketing Prof. Andrew Walker	1.00-4.00 Entrepreneurial Finance Prof. Laure Prenat-Experton  5.30 Snowshoeing  Le Clariant Corrençon	2.00-5.00 Cultural activity «Les Caves de Chartreuse»  7.30 Farewell Dinner «L'Epicurien»	



As an exclusive partner of GEM, this Innovation Business Week has been designed with the tuition waiver for our partner institutions.

# Suggested accommodation

Novotel Hotel Europole Hipark Residence Residhotel - Central Gare

## Costs

Tuition fees: waived for partner universities

Additional fees: 400 € (including dinners, transport, cultural activities)

Accommodation: 70-100 € / night



## **RECISTRATION DEADLINE**

Pre-approved participants should register by November 22nd, 2022

## **COURSE MODULES**

## **Crowdsourcing and open Innovation**

Prof. Thomas Gillier

The objective of this course is to review the most recent research results about open innovation and online innovation platform.

Based on the analysis of a case-study, this class will help participants to better understand how to successfully manage open innovation and crowdsourcing initiatives.

#### **International Finance**

Prof. Laure Prenat-Experton

The objective of the course is to understand the funding of the international development of Mid cap companies. This course is based on the analysis of a concrete case study of a company of the Grenoble area.

## French language and Culture

Prof. Carole Gally

According to their level, students will learn the French language in order to allow them to live in France and to deal with everyday situations. The aim is to develop their ability to use the language for practical communication. The course will be based on speaking, listening, reading and writing activities. Additionally the course will give students a broader understanding of the French social and cultural context.

#### **Serious Games**

Prof. Hélène Michel

The course consists of analysing and managing a company strategically; the students will have to determine its strategy, make business decisions, evaluate the consequences of their decisions and take corrective actions if necessary.

### **Big Data & the Future of Marketing**

Prof. Andrew Walker

The future potential and challenges for marketing will be explored in the innovative learning environment of the 'Connected Shop', where the increasing convergence of the physical and digital world provides data, insights and opportunities to understand and engage customers in new ways. The module will introduce students to the current paradigm shift in both traditional and digital marketing. They will experience a range of innovative in-store technologies currently being tested for the retail sector, and look at the increasing role of data in informing on all stages of the 'customer journey', both offline and online. The aim is to challenge and prepare students for their increasingly digital futures.

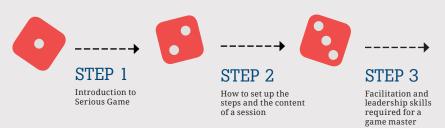
## **Design in IT Environment**

Prof. Josiena Gotzsch

The objective of this module is to make participants:

- aware of design aspects and the impact of design in companies
- understand and get a true feeling of the important user empathy part of the design process
- understand the steps in the design process
- understand how tools traditionally used by designers might be used to solve business issues in a creative manner.

## A workshop to become a Serious Game master



### **LEARNING OBJECTIVES:**

At the end of the program, participants will be able to:

- Understand the gamification dynamics through the practice of several games
- Share and explain the fundamentals of gamification
- ► Facilitate Serious Games sessions using some of the games developed by GEM

#### **HOW TO USE TECH IT!®**

Tech It!® is a game designed by 6 international students—three from the Massachusetts Institute of Technology (MIT), two from Grenoble Ecole de Management (GEM), and one from ARIES.

#### DIFFERENT WAYS OF USING TECH IT®!

- · Initiate an entrepreneurial dynamic in a team
- Deliver a workshop or seminar
- Brainstorm, for instance about a new product development
- Develop mechanisms to support individual and collective creativity
- Facilitate communication amongst individuals in a team
- Develop new managerial behaviors
- Enrich HR practices: team management, recruitment interviews, etc

During a Tech it!® session, players will experiment with a serious game that will lead them to innovate. The key goal is to improve several characters' lives by launching challenges and using one or several patented technologies to solve a problem. We'll also use our problem solving skills in this accessible role playing game to meet a consumer need.