



**GRENOBLE
ECOLE DE
MANAGEMENT**

BUSINESS LAB FOR SOCIETY

WINTER SHORT PROGRAM

INNOVATION BUSINESS WEEK

• CLASSES

• COMPANY VISITS

• CULTURAL EXPERIENCE

1
week

Program
length

40-45

contact hours

Earn
credits

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

PARTICIPANT PROFILE

- Students who are open-minded and looking for diverse experiences
- Students who are interested in EU approaches to global issues
- Diverse individuals who wish to complement their professional background

CONTACTS

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WHY SHOULD YOU JOIN?

Study in English while living in France

- Get course credits while gaining exposure to European corporate environment
- Acquire the tools to approach different company cultures
- Discover the French Alps and culture
- Obtain the Certificate for Serious Games
- Enjoy a ski day at the reknown Alpe d'Huez resort

PROGRAM HIGHLIGHTS

Company visits

- European company with global activity
- International company based in Grenoble
- Technology start-up

GEM QUICK FACTS

150 International partners

8, 000 students

3, 300 international students





RANKINGS

10th in France

Top 30 in Europe

Top 50 worldwide

TENTATIVE SCHEDULE - JANUARY 2024- Subject to change

Wed 3	Thu 4	Fri 5	Sat 6	Mon 8	Tue 9
8.30-9.00 Welcome Coffe 9.00-12.00 Design Thinking Prof. Gordon Ray Room Tim Lab + Co-working	9.00-12.00 Entrepreneurial Finance <i>Prof. Laure Prenat-Experton</i>	9.00-1.00 Serious Games Prof. Hélène Michel Room TBC		9.00-1.00 Company Visit CEA	9.00-1.00 Digital Marketing Prof. Andrew Walker Room 210 (Gem Lab) Shop connecté
LUNCH					
1.30-6.30 French Language & Culture Prof. Carole Gally Room TBC	2.00-5.00 Crowdsourcing/ Open Innovation <i>Prof. Thomas Gillier</i> 7.30 Welcome Dinner Restaurant TBC	2.00-5.00 Visit 'The Chartreuse Cellar' Voiron		2.00-5.00 Digital Marketing Prof. Andrew Walker Room 210 (Gem Lab) Shop connecté	2.00-5.00 Digital Marketing Prof. Andrew Walker Room 210 (Gem Lab) Shop connecté 7.30 Farewell Dinner Restaurant TBC



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: 350 € (including dinners, transport, cultural activities)
Ski day (optional) : 250 €

Accommodation: 70-100 € / night



REGISTRATION DEADLINE

Pre-approved participants should register by **November 24th, 2023**

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. H el ene 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.