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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GEM QUICK FACTS
125 International partners
8,000 students
3,300 international students

RANKINGS
6th in France
Top 25 in Europe
Top 50 worldwide

Grenoble Ecole de Management- Center for International Affairs/November 2020
As an exclusive partner of GEM, this Innovation Business Week has been designed with the tuition waiver for our partner institutions.

**REGISTRATION DEADLINE**
Pre-approved participants should register by **November 20th**
**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.

**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.

**Geopolitics**
Prof. Abdelkrim Belkheiri
This two-session module is an introduction to the fundamentals of geopolitics in terms of concepts, issues, and global consequences. It is intended as an invitation to explore conceptual frameworks and specific examples. The case study that will be examined pertains to the rise of China and its impact on the new world order.

**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.

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**A workshop to become a Serious Game master**

**STEP 1**
Introduction to Serious Game

**STEP 2**
How to set up the steps and the content of a session

**STEP 3**
Facilitation and leadership skills required for a 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

**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.

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