WINTER SHORT PROGRAM
INNOVATION BUSINESS WEEK

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

WHY SHOULD YOU JOIN?

Study in English while living in France

• Get course credit 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

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

PROGRAM HIGHLIGHTS

Company visits

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

CONTACTS

Carole GALLY
Academic Advisor
Head of French language & Civilization 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

125 International partners
8, 000 students
3, 300 international students

RANKINGS

6th in France
Top 25 in Europe
Top 50 worldwide
TENTATIVE SCHEDULE - JANUARY 2021-

**Saturday 2**

- Arrival at Lyon Airport
- Shuttle from Airport to Grenoble

**Sunday 3**

- **SKI DAY**
  - Departure from GEM: 7:30 am

**Mon 4**

- 8.30-9.00 Welcome Coffee
- 9.00-12.00 French language & Cultural aspects
  - *Prof. Carole Gally*

**Tue 5**

- 9.00-1.00 Serious Games
  - *Prof. Hélène Michel*
- 9.00-12.00 Company Visit

**Wed 6**

- 9.00-12.00 Company Visit

**Thu 7**

- 8.00-1.00 Digital Marketing
  - *Prof. Andrew Walker*
- 8.00-1.00 Crowdsourcing / Open Innovation
  - *Prof. Thomas Gillier*

**Fri 8**

- 8.00-1.00 Design Thinking
  - *Prof. Josiena Gotzsch*

**TENTATIVE SCHEDULE - JANUARY 2021- Subject to change**

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

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**Suggested accommodation**

- Novotel
- Hotel Europole
- Hipark Residence
- Residhotel - Central Gare

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**Costs**

- **Tuition fees**: waived for partner universities
- **Additional fees**: 300 € (including dinners, transport, cultural activities)
- **Optional ski day in Alpe d’Huez**: 250 €
- **Accommodation**: 70-100 € / night

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**REGISTRATION DEADLINE**

Pre-approved participants should register by **October 23rd**
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.

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

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.

Grenoble Ecole de Management- Center for International Affairs/July 2020
CULTURAL ACTIVITY: SKI DAY

WELCOME TO ALPE D’HUEZ
a preserved and authentic mountain environment

- Located in the Ecrins National Park which covers almost one fifth of France
- View of the Mont-Blanc, the highest mountain summit in western Europe
- Called «The Island in the Sunshine» with an average of 300 sunny days a year
- Awarded Best Ski Resort in Europe in 2019
- Known for welcoming international guests

Tentative schedule - subject to change

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.30 am</td>
<td>Transport from Grenoble to Alpe d’Huez</td>
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<tr>
<td>9.00 am</td>
<td>Arrival in Alpe d’Huez</td>
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<tr>
<td>9.00-9.45 am</td>
<td>Equipment rental + ski pass pick up</td>
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<tr>
<td>10.00-12.50 pm</td>
<td>Ski, sledding, or snowshoeing</td>
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<tr>
<td>1.00-2.15 pm</td>
<td>Lunch</td>
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<tr>
<td>2.30-4.30 pm</td>
<td>Ski, sledding, or snowshoeing</td>
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<tr>
<td>4.30-5.00 pm</td>
<td>Equipment return</td>
</tr>
<tr>
<td>5.00 pm</td>
<td>Transport back to Grenoble</td>
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Ski Day Price: 250 € per person