LEARNING OBJECTIVES:
» 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

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
» US company based in Grenoble
» Technology start-up

Grenoble, France
**COURSE MODULES**

**Business Ethics in IT Environment**
**Prof. Patrick O’Sullivan**  
This short intervention will recall the basis conceptual framework of Business Ethics before treating in depth some of the key ethical challenges associated with massive data collection and subsequent usage by various contemporary organizations: in short the ethical issues of big data and its rights to privacy.

**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.

**Entrepreneurial Finance**
**Prof. Arsia Amir-Aslani**  
The module is conceived to follow each step of the venture capital business and examines challenges that have emerged in the past decade. The goal of this course is aimed at highlighting the financing needs of companies in the biotechnology sector. The course provides perspectives from the investor’s side of the table that will help avoid pitfalls and financing needs through every growth stage.

**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.

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**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. José Gotzsch**  
The objective of this course 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.

**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.

**Business Ethics in IT Environment**
**Prof. Andrew Walker**  
The short intervention will recall the basis conceptual framework of Business Ethics before treating in depth some of the key ethical challenges associated with massive data collection and subsequent usage by various contemporary organizations: in short the ethical issues of big data and its rights to privacy.

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**TENTATIVE SCHEDULE 2020 - Subject to change**

<table>
<thead>
<tr>
<th>Thursday January 2</th>
<th>Friday January 3</th>
<th>Saturday January 4</th>
<th>Sunday January 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrival Lyon Airport</td>
<td>8.30 - 9.00 Welcome Coffee</td>
<td>Departure time from GEM : 6:45</td>
<td>Individual Cultural Activity</td>
</tr>
<tr>
<td>Lunch</td>
<td>9.00 - 12.30 French Language &amp; Culture</td>
<td>Arrival at GEM : 20:00</td>
<td></td>
</tr>
<tr>
<td>1.30 - 3.00 French Language &amp; Culture</td>
<td>7.30 Welcome Dinner</td>
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<tr>
<td>Shuttle from Airport to Grenoble</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Monday January 6</th>
<th>Tuesday January 7</th>
<th>Wednesday January 8</th>
<th>Thursday January 9</th>
<th>Friday January 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.00 - 1.00 Serious Games</td>
<td>8.00 - 1.00 Business Ethics in IT Environment</td>
<td>9.00 - 1.00 Crowdsourcing / Open Innovation</td>
<td>8.00 - 1.00 Digital Marketing</td>
<td>8.00 - 12.00 Company Visit</td>
</tr>
<tr>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
</tr>
<tr>
<td>2.00 - 7.00 Serious Games</td>
<td>2.00 - 6.00 Entrepreneurial Finance</td>
<td>2.00 - 6.00 Crowdsourcing / Open Innovation</td>
<td>2.00 - 7.00 Cultural Visit</td>
<td>2.00 - 6.00 Design Thinking</td>
</tr>
<tr>
<td>7.30 Farewell Dinner</td>
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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.
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

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.

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.
WELCOME TO COURCHEVEL,
a preserved and authentic mountain environment

* Located in Les Trois Vallées, the largest ski area in the world
* View of the Mont-Blanc, the highest mountain summit in western Europe
* Host of the 1992 Winter Olympics
* Most prestigious and luxurious ski resort in France
* Known for welcoming international guests

Tentative schedule - subject to change

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.45 am</td>
<td>Transport from Grenoble to Courchevel</td>
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<tr>
<td>9.00 am</td>
<td>Arrival in Courchevel</td>
</tr>
<tr>
<td>9.00-9.45 am</td>
<td>Equipment rental + ski pass pick up</td>
</tr>
<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>
</tr>
<tr>
<td>2.30-4.30 pm</td>
<td>Ski, sledding, or snowshoeing</td>
</tr>
<tr>
<td>4.30-5.00 pm</td>
<td>Equipment return</td>
</tr>
<tr>
<td>5.00 pm</td>
<td>return to Grenoble</td>
</tr>
</tbody>
</table>

Ski Day Price: 250 € per person