

INSPIRING IDEAS AND TALENT

The International Technology Manager's INNOVATION BUSINESS WEEK



Short Program for International Partners

January 3 – January 12, 2018

Grenoble Ecole de Management

Grenoble, France



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école



THE INNOVATION SCHOOL

Since its creation in 1984, Grenoble Ecole de Management (GEM) has focused on Technology and Innovation Management to become a world leader in these areas of business. A know-how we have developed thanks to the innovative spirit of Grenoble. This cosmopolitan city of science and technology is the world's fifth most inventive city (Forbes magazine) and has fostered our institution's success.

Technology and Innovation Management contribute to two fundamental aspects of a company's development:

- ▶ Creating value by integrating new technologies
- ▶ Enhancing competitiveness and longevity by managing innovation

Encouraging an innovative spirit is a fundamental pillar of GEM. Technology and Innovation Management are integral parts of all our programs. From undergraduate studies to continuing education and research programs, GEM trains future managers to overcome the challenges of tomorrow.

FOUNDING MEMBER OF THE GIANT INNOVATION CAMPUS:

Grenoble Innovation for Advanced New Technologies (GIANT) represents an aspiration to become a world leader in research, higher education and industrial development. The GIANT Innovation Campus imagines the world of tomorrow and offers innovative solutions for the future. GEM is a founding member of GIANT and participates in its organization along with its seven key partners.

Launched in 2010 with Grenoble Ecole de Management as a founding member:

- ▶ Investment of **1.3 billion euros** (2010-2015).
- ▶ **250** hectares
- ▶ **Ambition: 10,000 researchers, 10,000 students, 10,000 industrial jobs** and 10,000 residents

GEM Quick Facts

125 international Partners

75% accredited

7000 students in total

2500 international students

ACCREDITATIONS:



RANKINGS:

6th in France
Top 20 in Europe
Top 50 worldwide



Edito

► Martin Zahner, Associate Director of International Affairs

« Bienvenue à Grenoble Ecole de Management! »

The aim of this Grenoble winter school is to help the students discover technology management in a specific European business environment. Grenoble as a city has been a technology hub for many years and Grenoble Ecole de Management (GEM) is known as a business school specializing in technology, innovation and internationalization. The Innovation Business Week will be a mixture of classes, company visits and culture events in the city located in the French Alps.

We open these tailor-made programs to a selected group of international partner institutions in order to bring high-level MBA and master students from these institutions together. Through these programs, we offer another approach of business concepts and applications, the European approach, and allow students to participate in new innovative learning models like the serious games.

Crossing our top-of-the-line professors, who research very specialized topics, with company visits where the students can discuss these buzzword topics with top managers is quite natural in a high-tech dominated city like Grenoble. In fact, Innovation and Technology is not only in the DNA of GEM, but is also in the genetic make-up of the majority of the companies who have settled in Grenoble since the late sixties. Synergies have been created between the world of business and the world of education and it's more than natural to share this knowledge with high caliber students in our programs.

Our 2500 international students coming from 133 countries worldwide reflect the overall demographic of the population here in the Rhône valley. The internationalization of the city, the companies who have settled here and the melting pot of nationalities within the school allow students to feel at home while they discover a new city, new habits, new cultures and new knowledge.

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



Technology Management in a European business environment

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 Serious Games certificate

“The [students] use the tours to emerge the students into different cultures and base them around particular themes. The tour to GEM is themed Innovation and we of course expect to learn more about French and European ways of doing business.” – Professor Martin Butler, Stellenbosch University



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:

- ▶ (1) European company with global activity
- ▶ (1) US company based in Grenoble
- ▶ (1) Technology start-up

Course

Strategic Management in the IT Sector

Prof. Caroline Gauthier

The 1st part of the session will deal with strategic management for innovation. The 2nd part will deal with Strategic Management for innovation in Grenoble.

Students will be asked to prepare the below tasks in advance of the session:

1. Preparation of a presentation - discussion on Strategic Management for Innovation.
2. Read and prepare the GIANT case - The GIANT Project: The Grenoble Ecosystem for Innovation (given prior to the course).

Entrepreneurial Finance

Prof. Arsia Amir-Aslani

This 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.

Design in an IT Environment

Prof. José Gotzsch

The objective of this module is to help participants:

- become 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.

Business Ethics in an IT Environment

Prof. Patrick O'Sullivan

This short course will recall the basic 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 rights to privacy.

Serious Games

Prof. Hélène Michel

The course consists of analyzing 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 through the decision-making technology platform.

International Technology Transfer

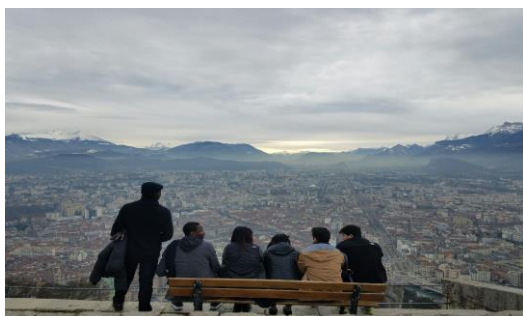
Prof. Jean-Paul Aussel

From the operational field to the management of international industrial projects (Australia, Norway, Canada, etc), this module works on improving performance of existing industrial sites or on strategic support in securing industrial projects with owners or potential investors.

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.



Cultural Outings-

During your stay, you will get to experience traditional French culture: from typical four course dining to wine and cheese tastings, the French take pride in cultivating and enjoying the finer things in life!



A two-day workshop to become a master of problem-solving through gamification.

Serious Games: An overview



STEP 1

Introduction to Serious Games

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

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.


USING TECH IT! for Decision Making:

- ▶ Initiate an entrepreneurial dynamic in a team
- ▶ Deliver a workshop or seminar
- ▶ Brainstorming topics such as 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!



Week 1:

Wed. January 3	Thurs. January 4	Fri. January 5	Sat. January 6	Sun. January 7
Welcome	Strategic Management in IT sector	French language & culture	Optional Ski Day  COURCHEVEL SAVOIE - FRANCE	Individual cultural activity
Lunch	Lunch	Lunch		Personal Study Day
Technology Transfer in the USA	Company Visit 1	Company Visit 2		

Week 2:

Mon. January 8	Tue. January 9	Wed. January 10	Thur. January 11	Fri. January 12
Design in IT Environment	Business Ethics in IT Environment	Serious Games	Serious Games	Optional Meetings with Staff and Faculty Departure
Lunch	Lunch	Lunch	Lunch	
Entrepreneurial Finance	Company Visit 3	Serious Games	Serious Games Farewell Dinner	

Optional Ski Day

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 France
- Host of the 1992 Winter Olympics
- Most prestigious and luxurious ski resort in France



6.45 am	Transport from Grenoble to Courchevel
9.00 am	Arrival in Courchevel
9.00-9.45 am	Equipment rental + ski pass pick up
10.00-12.50 pm	Ski, sledding, or snowshoeing
1.00-2.15 pm	Lunch at Michelin ranked restaurant, Le Chabotté
2.30-4.00 pm	Ski, sledding, or snowshoeing
4.00-4.30 pm	Equipment return
4.30-5.30 pm	Hot chocolate
6.00 pm	Return to Grenoble



Professor Profiles

The course modules will be taught by faculty of GEM who are highly specialized in the various topic areas.

Prof. Arsia AMIR-ASLANI



Professor of Strategy and Program Director of the Advanced Master "Bio-technology & Pharmaceutical Management"

EXPERIENCE: a former investment banker and a senior marketing executive at a healthcare consultancy firm for US and European life sciences companies. He has more than 15 years of experience in the bio-technology sector from a capital market, consulting, industry and educational perspective.

EDUCATION: He holds a Ph.D. in Molecular and Structural Pharmacology from the University of Paris, Sorbonne.

Prof. Jean-Paul AUSSEL



EXPERIENCE and EXPERTISE: 15 years of management, international relations and high level negotiation experience after a 15 year career in production, technology transfer and R&D. From the operational field to the management of international industrial projects in various international markets. Jean Paul has been at the heart of HR and technology management. Innovation, Projects and Initiatives (IPI) is a consulting network of experts in all industrial areas (Operations, Maintenance, Project Management, Legal and Project Finance).

Prof. Carole GALLY



Languages Coordinator, Assistant Professor in Modern Languages and Foreign Cultures

EXPERIENCE: After 8 years in sport events organization and international public relations, Carole Gally completed a Master's degree in French as a Second Language and began teaching French language and culture to foreign managers working in Grenoble.

Prof. Caroline GAUTIER



Professor in Management & Technology. Consultant for the European Union, UNO, OECD, French and Canadian Government;

AREAS OF EXPERTISE: Expert in Innovation and Sustainable Development ; has published her research in Journal of Business Ethics, Ecological Economics, Technovation, Journal of Technology Transfer.

Prof. José GOTZSCH



Senior professor in Management & Technology

AREAS OF EXPERTISE: Teaches innovation through Design, Technology Management and Sustainability. Assisted in the signing of a double-diploma agreement with a top French design school and in becoming first business school to join of the Cumulus Design Education Network. Research interests include design thinking, product semantics and eco-design.

EXPERIENCE: Previous professional experience includes Industrial Designer at Philips Corporate Design in the Netherlands and Product Development Manager at the Group Sommer-Allibert in Grenoble, France.

Prof. Hélène Michel



Professor in Dept. of Management and Technology.

AREAS OF EXPERTISE: Management and Creativity, Pedagogy, Serious gaming, ski resorts. She is an international expert on the topic of Serious Games (expert for the European Commission, Key note speaker in major conferences etc.). Her aim is to give the Business School an international leading position in the design and diffusion of Serious Games in Innovation Management.

Prof. Patrick O'Sullivan



Senior Professor in Dept. of People, Organizations and Society.

EXPERIENCE: extensive experience in teaching at all levels and in academic administration.

SPECIALTIES: include Business Ethics, Critical Scientific Methodology, and Political Economy of the European Union as well as Managerial Economics.



Plus d'informations :

Registration Deadline :

Pre-approved participants should register by **October 6, 2017**.

Costs:

Tuition Waiver + 250 € for included fees

Optional Ski Day: 170 €

Accommodation: 70-100€ per night

Available Course Credit:

Students will receive 45 hours of instruction and study, which can be transferred into 3 US credits.

Suggested Accommodation:

Novotel – Next to the school

Hotel Europole – Adjacent to the school

Hipark Residences

Residhotel – Central Gare

For registration & information:

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Useful Links:

<http://mainlyinternational.wordpress.com>

<http://www.grenoble-tourisme.com/en/>

<http://en.rhonealpes.fr/>

<http://www.giant-grenoble.org/en/>

<http://www.minatec.org/en>

