



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école



CERTIFICATE IN INNOVATION, DESIGN THINKING & INTRAPRENEURSHIP

EXECUTIVE EDUCATION

USE THE MOST ADVANCED METHODS TO DRIVE INNOVATION AND BOOST COMPETITIVENESS IN YOUR COMPANY

This program is a unique opportunity for professionals to understand the key issues and challenges of innovation in the globalized world in which companies operate today. By combining lectures with real business cases, this business course will give you the knowledge and tools to become an innovative leader and to transform ideas into successful projects.

BENEFITS

- Acquire the skills and tools necessary to make effective decisions regarding innovation strategy and management.
- Discover Grenoble, a vibrant ecosystem where cutting-edge research, large and small businesses and public institutions successfully collaborate together.
- Meet inspiring teachers and highly qualified professionals who share your interests and goals.
- A training developed by a triple-accredited business school.



FACULTY

Classes are taught by GEM faculty and outstanding business professionals who link theory to practice through business cases. Their diverse cultural and professional backgrounds give a strong international dimension to the program.

PARTICIPANTS PROFILE

- Top managers and entrepreneurs;
- Business unit and R&D managers;
- Corporate venture programs managers;
- MBA students.

PROGRAM STRUCTURE

- The program begins in May and runs for a period of 3 weeks.
- Modular structure: possibility to attend one, two or three weeks.
- Each module has a 5-day schedule with a start on Mondays and includes 21 hours of courses.
- Each week of training includes a company visit, conferences with guest speakers and networking events.
- Participants attending all three weeks obtain the Executive Certificate in Innovation, Design Thinking & Intrapreneurship.
- For each week of training, 2 US or 4 ECTS credits will be granted.

ADMISSION CRITERIA

- This is an open enrolment program subject to selection process – online application only.
- Applicants should have a minimum of three years of professional experience.
- A professional level in English is required (proof will be asked for non-natives).

OVER

140

LEARNERS IN THE
LAST 5 YEARS.

AN AVERAGE OF

10

NATIONALITIES PER
WORKGROUP, WHICH
CREATES A VERY
MULTICULTURAL
ENVIRONMENT.

98%

OF THE PARTICIPANTS
FROM THE 2014 AND 2015
EDITIONS WOULD
RECOMMEND THIS
PROGRAM.



DURATION

From 1 to 3 weeks

DATE

May / June 2017

APPLICATION & TUITION FEES

<http://en.grenoble-em.com/certificate-innovation-design-thinking-intrapreneurship>

LOCATION

Grenoble

CONTACT

Marta Baroth

+33 4 76 70 62 40

marta.baroth@grenoble-em.com

WWW.GRENOBLE-EM.COM

PROGRAM CONTENT

MODULE 1 – May 22-26, 2016*

INNOVATION
MANAGEMENT

- > Understand how innovation is related to business strategy and how to manage it effectively
- > Learn how innovation fosters competitiveness and can be used to lead in a global environment
- > Master the key skills to drive creativity, innovation and change within the company
- > Assess the potential and plan the steps of inter-firm collaboration and open innovation

MODULE 2 – May 29 - 2 June, 2016*

INTRAPRENEURSHIP

- > Understand global trends and the new paradigm of intrapreneurship
- > Learn how to inspire people with original ideas and engage them in the creation and design of innovative business models
- > Identify new managerial practices characterized by a systemic approach and an entrepreneurial mindset
- > Gain the skills to effectively leverage on the right processes, organizational structure, people and technologies

MODULE 3 – June 5-9, 2016*

DESIGN THINKING

- > Realize the importance of empathy for the user in the design research and development stages
- > Understand key steps in the design process
- > Learn how methods traditionally used by designers can be applied to creatively solve business issues
- > Experience an active and hands-on design-thinking course addressing managerial and entrepreneurial issues

*Subject to change

“The program is an excellent opportunity for young executives like me to combine professional experience with an academic curriculum, with the flexibility of choosing classes aligned with my professional career. Presentations by CEO's of several acclaimed companies were certainly relevant from the perspective of live case studies and implementation of the theoretical knowledge in practice. The company visits provided numerous options of corporate networking.”



AANTAN BHATTACHARYA
Founder & CEO of AntonnovA Group, India
2012 edition participant

"The program is structured as a discovering path that one cannot wait until the end to start articulating all the possible innovation systems and strategies at home. The school offers an excellent atmosphere to study; immediate networking possibilities; ideal group size to give all participants the possibility of being listened and to contribute to class and professors are always willing to help you in the learning process. A great education experience with, of course, the French touch."



GONZALO OLIVARES
Company owner of Omanet, Mexico
2015 edition participant

FIND OUT MORE ABOUT
THE 2015 EDITION OF
THE PROGRAM !



On this video, participants tell us what they think about the Certificate in Innovation, Design Thinking & Intrapreneurship.

