GRENOBLE ECOLE DE MANAGEMENT

BUSINESS LAB FOR SOCIETY

INNOVATION BUSINESS WEEK

SHORT PROGRAM

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› Head of French Language & Civilization Department (FLE)

Grenoble, France

DATE
January 2019

PROGRAM LENGTH
10 days

START DATE
January 3, 2019

END DATE
January 11, 2019

Program Highlights

COURSES

SERIOUS GAMES CERTIFICATION

SKI DAY IN COURCHEVEL

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Technology Management in a European business environment

GRENOBLE:

The technology hub located in the French alps

GRENOBLE ECOLE DE MANAGEMENT:

technology, innovation & internationalization

COMPANY VISITS

CLASSES   CULTURAL EXPERIENCE

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
» International company based in Grenoble
» Technology start-up

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 organisations : in short the ethical issues of big data and rights to privacy.

Strategic Management in 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.

You are 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 enclosed GIANT case - The GIANT project : The Grenoble Ecosystem for Innovation.

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.

Technology Transfer in the USA

Prof. Jean-Paul Aussel

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

Design in IT Environment

Prof. José 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.

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.

TENTATIVE SCHEDULE

	Thursday January 3	Friday January 4	Saturday January 5	Sunday January 6
Arrival Lyon Airport *Wednesday, January 2*	8.00 - 1.00 **Serious Games**	8.00 - 1.00 **Serious Games**	Departure time from GEM : 6:45 Arrival at GEM : 20:00	**Individual Cultural Activity**
	Lunch			
Shuttle from Airport to Grenoble	2.00 - 7.00 **Serious Games** 7:30 **Welcome Dinner**	2.00 - 7.00 **Courses**	COURCHEVEL	

Monday January 7	Tuesday January 8	Wednesday January 9	Thursday January 10	Friday January 11
8.00 - 1.00 **Courses**	8.00 - 1.00 **Courses**	**Company Visit**	8.00 - 1.00 **Courses**	8.00 - 1.00 **Courses**
Lunch	Lunch	Lunch	Lunch	Lunch
Company Visit 7:30 pm **Wine tasting**	2.00 - 7.00 **Courses**	**Company Visit**	2.00 - 7.00 **Courses**	**Cultural Visit - «Caves de la Chartreuse»** 7.30 pm **Farewell Dinner**

🤝 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

October 5, 2018

🕐 **45** hours of instruction

✓ **Earn credits** while gaining exposure to European corporate environment

SUGGESTED ACCOMMODATION

NOVOTEL

HOTEL EUROPOLE

HIPARK RESIDENCE

RESIDHOTEL - CENTRAL GARE

COSTS

Tuition fees: waived for partner universities

Additional fees: 300 € (including meals, transport, cultural activities)

Optional ski day: 220 €

Accommodation: 70-100 €/ night

www.grenoble-em.com

A two day workshop to become a serious game master

1 → **2** → **3**

STEP 1   STEP 2   STEP 3

Introduction to Serious Game

How to set up the steps and the content of a session

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

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.

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.

Center for International Affairs/ Non contractual document

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

Time	Activity
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
2.30-4.30 pm	Ski, sledding, or snowshoeing
4.30-5.00 pm	Equipment return
5.00 pm	return to Grenoble

Ski Day Price:
220 €
per person

COURCHEVEL
SAVOIE - FRANCE

GRENOBLE ECOLE DE MANAGEMENT
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FOUNDING MEMBER
GIANT
Innovation Campus

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