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KEDGE
BUSINESS SCHOOL



**KEDGE INTERNATIONAL
WINTER SCHOOL**

**9 - 20 JANUARY 2023
PARIS CAMPUS - FRANCE**

**BORDEAUX
MARSEILLE
PARIS
TOULON
ABIJAN
DAKAR
SHANGHAI
SUZAOU**



**DISRUPTIVE
TECHNOLOGIES
AND MODERN
MANAGEMENT**



CONTACT
KEDGE Short-Term
Programmes
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KEDGE INTERNATIONAL WINTER SCHOOL

KEDGE gives you the opportunity to spend the winter in its most recent campus in Paris. Paris, world capital of luxury, design and fashion, is home to the best critical thinkers and the most creative talents. What better place to broaden your knowledge in disruptive technologies and meet students from all over the world?

ABOUT KEDGE

KEDGE Business School is France's largest independent business school and one of only 76 institutions worldwide holding triple-accreditation awarded by the three largest and most influential, international business school accreditation associations: EQUIS, AMBA and AACSB. Consistently ranked among the Top-40 business and management institutions in Europe by the Financial Times, it is France's leading institution in terms of management research publications.

OVERVIEW

PERIOD:
FROM 9 TO 20 JANUARY, 2023

LOCATION:
PARIS, FRANCE

SCHEDULE:
COURSES FROM MONDAY
TO THURSDAY, 6H/DAY

LANGUAGE:
FULL ENGLISH

EXPERIENTIAL PACK:
BUSINESS TRIP AND CULTURAL
VISITS

ECTS CREDITS:
4 ECTS PER COURSE, 8 ECTS PER
PACKAGE LEADING TO AN
OFFICIAL TRANSCRIPT AND A
CERTIFICATE OF COMPLETION

Expand your
knowledge
of disruptive
technologies
with students
from all over
the world



COURSES DESCRIPTIONS

BUSINESS INTELLIGENCE AND ANALYTICS

9th to 13th January 2023

This course provides students with a broad understanding of the power of data and its importance for value creation.

With the digital enterprise and technological upheaval, several new disciplines have emerged: Big data, data governance, data analytics, business intelligence, mobility technologies, cloud computing, IoT, artificial intelligence, machine learning, etc. with data as the common denominator.

This course will provide you with the basic skills on how to use data and better understand the importance and value of data in today's and tomorrow's business environment.

By the end of this course, students should:

- Gain a much better understanding of data science.
- Understand the basic steps required to source, clean and prepared data for analysis.
- Prepare a basic skills in data visualisation.
- Build core competencies in applying different types of machine learning to data sets to create predictive models.

CREATING CUSTOMER VALUE WITH DISRUPTIVE TECHNOLOGIES

16th to 20th January 2023

During this course you will learn and understand recent and important strategies of Big Data, artificial intelligence and connected devices for customer service. **Virtually all companies agree that they need to become more customer-centric, and technological progress can help them to do so. The objective of this course is to discuss the key elements and challenges of bringing customer centricity to life through innovative technologies, incorporating practical examples and case studies.**

Today, almost all companies agree they must become more customer-centric, and technological advances can help them to do so.

The goal of the course is to discuss the key elements and challenges of bringing customer centricity to life with innovative technologies, incorporating practical examples and real-life cases.

Upon completion of this course, students should be able to:

- understand how big data, artificial intelligence and connected devices/Internet of Things impact on marketing.
- apply the concepts learnt with practical examples and case studies.
- develop strategies on how to create value for the customers.
- brainstorm on opportunities in relation to new challenges.

TUITION FEES

1000€ per course or 1800€ for the 2 courses*

**100€ registration fees apply. Enrolment to 2 courses entitles participants to a 10% discount*

INCLUDED IN THE TUITION FEES

Programme organisation & logistics, courses and support materials, 1 business trip or business talk, 1 cultural visit, 1 welcome breakfast, 1 group dinner, access and transportation to social and/or business trips, a certificate of completion and a transcript.

NOT INCLUDED IN THE TUITION FEES

Travel, visa, insurance, accommodation, meals not expressly mentioned, materials other than the course support materials, optional extra-curricular activities organised outside of the programme.

ACCOMMODATION

To take full advantage of Parisian city life, **KEDGE Business School encourages you to stay in an "Appart-Hotel" near the campus.**

Approximate rates *, excluding breakfast (*rates vary according to location and standard of accommodation selected):

Shared Room:
50 - 70€ pp/night

Single:
100 - 140€ pp/night*

For more information please feel free to contact us.



HANDIKAP

KEDGE is strongly committed to inclusiveness and diversity. The HANDIKAP disposition was established to ensure that KEDGE students with special needs have access to the resources they need to fully enjoy and succeed in their studies at KEDGE and beyond in order to boost their employability.

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