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Kedge Short-Term
Programmes
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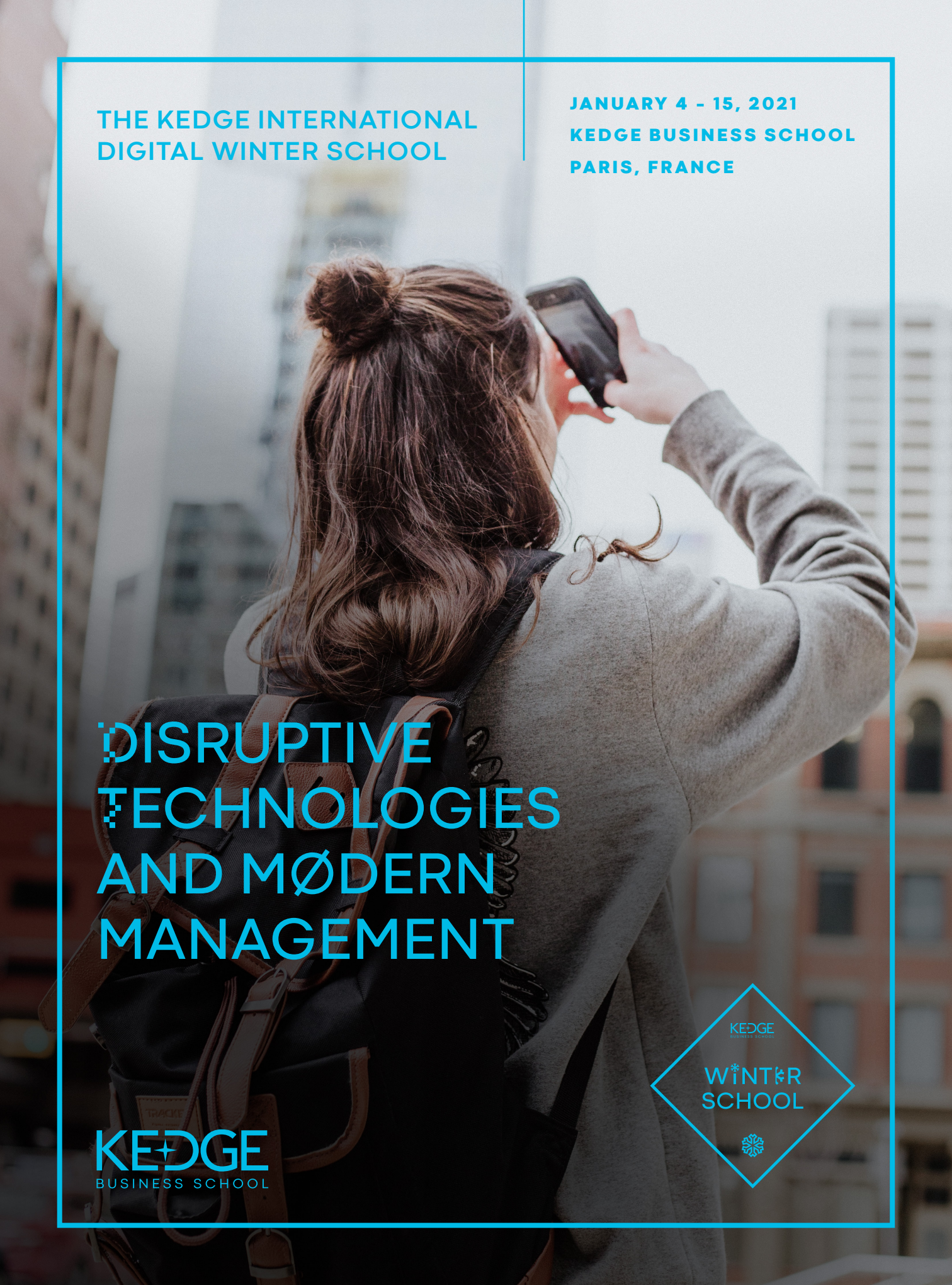


THE KEDGE INTERNATIONAL
DIGITAL WINTER SCHOOL

JANUARY 4 - 15, 2021
KEDGE BUSINESS SCHOOL
PARIS, FRANCE

DISRUPTIVE
TECHNOLOGIES
AND MODERN
MANAGEMENT

KEDGE
BUSINESS SCHOOL

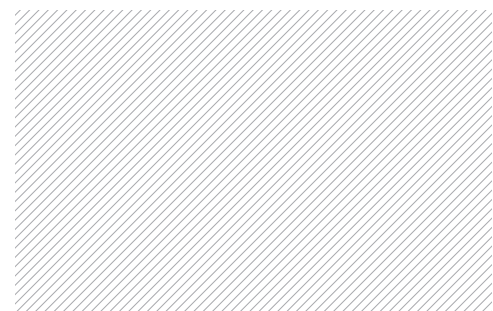




DEVELOP YOUR KNOWLEDGE AND UNDERSTANDING OF DISRUPTIVE TECHNOLOGIES AND THEIR INFLUENCE ON MODERN MANAGEMENT.

We offer a flexible programme that allows you to follow one or two courses depending on your interests, needs & timing.

Our classes are interactive, with live sessions and direct contact with your professors!



PROGRAMME

The programme consists of two courses: 30 hours/5 ECTS credits per course, leading to the delivery of official transcripts and a certificate of completion

COURSE 1
Data management
(January 4-8 2021)

COURSE 2
Creating customer value
with innovative technologies
(January 11-15, 2021)

All classes delivered with both synchronous and asynchronous sessions. All courses delivered in English by top international faculty.

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 of Management research publications.



DIGITAL WINTER SCHOOL

COURSE DESCRIPTIONS

1. DATA MANAGEMENT

In the age of the 'data management', technology disruption has become omnipresent. It is helping organisations, in every industry, use information to make choices about what markets to pursue, create business advantages, gain competitive differentiation and manage costs. The central ingredient: Data.

To take advantage of the intelligence enabled by the collection of Data, one must understand the methodologies, processes, architectures, and technologies that transform raw data into meaningful and useful information, so that it may be used to integrate more effective strategic, tactical, and operational insights in the decision-making process.

By the end of this course, students should be able:

- to have a much better understanding of disruptive technologies, from the perspectives of technology, intelligence and business, including: Big Data, Data Analytics, Artificial Intelligence and IoT.
- to understand the steps in the transformation of data collection to decision making.
- develop applied skills in the fields of data science and machine learning.

2. CREATING CUSTOMER VALUE WITH INNOVATIVE TECHNOLOGIES

This course addresses a recent and important strategic imperative in an integrative way: using Big Data, Artificial Intelligence, and connected devices to serve customers. These "disruptive technologies" are currently turning everything upside down, enabling a quick, individualized and resource-efficient form of customer management. The field of Marketing is especially well placed to profit from Big Data as it facilitates a shift from an isolated view of consumer behaviour to a holistic understanding of customer needs.

By the end of this course, students should be able:

- to understand how Big Data, Artificial Intelligence, and the Internet of Things impact marketing strategies.
- to apply the learned concepts on practical examples and real life cases.
- to develop strategies on how to create customer value with innovative technologies.
- to critically reflect on the opportunities and challenges of innovative technologies.

PRICE

€500 PER COURSE

TUITION INCLUDES

Access to KEDGE BS's digital learning platform and associated tools, access to KEDGE BS's digital library, an official transcript and a certificate upon completion.

PROFESSOR BIOS



EDWARD RYALL, manages a family office that invests capital at the pre-seed stage in deeptech startups. He is CEO of a quantum materials startup accelerated by Airbus. Edward delivers a number of courses on KEDGE Masters programmes including entrepreneurship and corporate & social responsibility. He has an MBA from SDA Bocconi and has worked in Europe, SE Asia and the US.



DENNIS HERHAUSEN, is Associate Professor of Marketing at KEDGE Business School. Previously, he was a Visiting Professor at the St. Gallen Institute of Management in Singapore and an Assistant Professor at St. Gallen University, where he obtained his PhD in Business Administration. Before joining academia, he worked as a marketing manager and consultant. His main research interests include social media management, customer journeys and user experience, multichannel management, and digital transformation. His work has won several awards and been published in top-ranking scientific journals, including the Journal of Marketing, the Journal of Retailing, and the Journal of Service Research.