

THE KEDGE INTERNATIONAL  
WINTER SCHOOL

JANUARY 6 - 17, 2020  
KEDGE BUSINESS SCHOOL  
PARIS, FRANCE

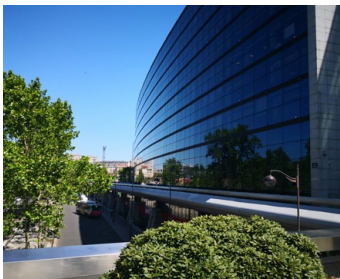
D↕ISRUPTIVE  
TECHNOL::GIES  
AND MODERN  
MANÀGEMENT

**KEDGE**  
BUSINESS SCHOOL

Discover  
Decode  
Do

# DEVELOP YOUR KNOWLEDGE AND UNDERSTANDING OF DISRUPTIVE TECHNOLOGIES and their influence on Modern Management in the heart of Paris

Paris is a city that needs no introduction-the *City of Lights*. An indisputable world capital, site for the signing of the most ambitious international accords on curbing climate change, the Paris Agreements in 2016, and host to the 2024 Olympics, it has been home to some of the greatest creative talents and critical thinkers throughout modern history. What better place to spend 2 weeks gaining an insight into Disruptive Technologies and their impact on the companies and managers who use them?



## 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.

## PROGRAMME

The programme consists of two courses:  
30 contact hours/5 ECTS credits per course, leading to the delivery of Official Transcripts and a Certificate of Completion

**COURSE 1**  
Disruptive Technologies  
(January 6 - 10, 2020)

**COURSE 2**  
Creating Customer Value  
with Innovative Technologies  
(January 13 - 17, 2020)

Courses delivered Monday - Thursday (6 hours per day)  
with one Business Trip and one Cultural Visit organised during the Friday sessions, fully included in the cost of the programme.  
All courses delivered in English by top international faculty.



## COURSE DESCRIPTIONS



### 1. DISRUPTIVE TECHNOLOGIES

In the age of the 'Digital Enterprise', 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, Cloud Computing, Data Analytics, Artificial Intelligence and Blockchains.

- To understand the steps in the transformation of data collection to decision making.
- To develop a roadmap to conduct transformation, delivering business-value through technology disruption.

### 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.

## PROFESSOR BIOS



**MOHAMED MAKHLOUF** has extensive managerial experience in some of the largest European companies in the telecommunications financial and industrial sectors. Prior to joining the faculty of KEDGE Business School in 2013 as a Professor in Information Systems Management, he was Advisor to the President of the Tunisian Republic. He holds a degree in Computer Sciences Engineering from the National Engineering School of Computer Sciences, an MSc in Management of Information Systems, a Research Master in Mathematics, Computer Sciences and Humanities, and PhD in Management (Unification of Governance).



**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.

## PRICE

€1,000 PER COURSE (-10% for those following a 2 course package; i.e. €1,800)

### TUITION INCLUDES

All organisation and logistics, all course lectures, & materials, certificate of completion, official course transcripts, 1 Welcome breakfast, group lunch and dinner, access and transportation to social and/or business trips.

### NOT INCLUDED IN TUITION FEES

Travel, insurance, accommodation, meals not expressly mentioned, optional extra-curricular activities organised outside of the programme.

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MARSEILLE  
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SHANGHA!  
SUZAOU

**CONTACT**

**Kedge Short-Term  
Programmes**

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