

SHORT PROGRAM

INTERNATIONAL
MANAGEMENT

INNOVATION AND MANAGEMENT

MI1

OBJECTIVES

During this 4-day-course program participants will:

- > study in a unique learning environment at the **iaelyon** School of Management downtown campus
- > experience an innovative teaching approach with French and international practitioners and lecturers from partner Universities
- > learn in multicultural teams and benefit from the opportunity to work and communicate with people from different professional, cultural and educational backgrounds
- > get the opportunity to think out-of-the-box; essential prerequisite for innovation
- > become familiar with the cutting-edge techniques and methods in innovation management
- > discover companies and institutions that set standards in the field of innovation and management

PROGRAM

The content of the program will focus on four main topics:

- > Innovation & Strategy – How can one rethink the boundaries of the firm in order to increase competitiveness?
- > Innovation & Creativity – How can one implement

design-thinking and co-creation in a company in order to foster innovation?

- > Innovation & Diversity – How can one manage multicultural teams as a driver of innovation?
- > Innovation & Ethics – How can one develop a sustainable and ethical approach for the future?

PRACTICAL INFORMATION

Venue :

iaelyon School of Management
"Manufacture des Tabacs Campus"
Downtown Lyon
Part-Dieu Business District

Fees :

1600 euros/participant

Duration :

4 days

Dates :

Consulter le tableau en p.6-7

INSTRUCTORS

- > Silvia Didier - Program Academic Director
- > French and international practitioners and lecturers from partner Universities

TARGETED PARTICIPANTS

French professionals and MBA students who wish to gain an in-depth insight into innovation and management, from a European point of view.

Courses are taught in English, in a multicultural environment by French and international practitioners and lecturers from partner Universities.

TEACHING METHODS

- > The program is based on practical business concepts applied to real company issues and projects.