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Kedge Short-Term
Programmes
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THE KEDGE INTERNATIONAL
WINTER SCHOOL

JANUARY 10 - 21, 2022
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 IN THE HEART OF PARIS.

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

Develop your knowledge and understanding of Disruptive Technologies and their influence on Modern Management in the heart of Paris.

THE KEDGE INTERNATIONAL WINTER SCHOOL - 2022

"Disruptive Technologies and Modern Management"

DATE

January 10 -21 2022

LOCALISATION

Paris

PROGRAMME

The programme consists of two courses - 24 hours/ 4 ECTS credits per course, leading to the delivery of Official Transcripts and a Certificate of Completion:

COURSE 1	COURSE 2
Business Analytics & Intelligence (January 10-14 2022)	Creating Customer Value with Disruptive Technologies (January 17-21, 2022)

- Courses are delivered Monday - Thursday (6 hours per day).
- The programme includes one business trip and one cultural visit on the Friday.
- All courses delivered in English by our top international faculty.



WINTER SCHOOL

COURSE DESCRIPTIONS

1. BUSINESS ANALYTICS & INTELLIGENCE

This course is designed to enable (future) managers to understand the power of data, and how to use it to create value. With the Digital Enterprise and technology disruption, several new disciplines have emerged: Big data, Data Governance, Data Analytics, Business Intelligence, Mobility Technologies, Cloud Computing, IoT, Artificial Intelligence, Machine Learning, etc. One subject is common to all of these trends: data.

The objective of this course is to provide participants with basic skills in the use of data processing, data visualisation and machine learning. These skills will provide participants with a better understanding of the importance and value of data in today's business environment.

By the end of this course, students should:

- Have a much better understanding of data science.
- Understand the basic steps required to source, clean and prepared data for analysis.
- Develop a basic level skill in data visualisation.
- Develop a basic level of skill in applying different types of machine learning to data sets to create predictive models.

2. CREATING CUSTOMER VALUE WITH DISRUPTIVE TECHNOLOGIES

The course "Creating Value with Disruptive Technologies" addresses a recent and important strategic imperative in an integrative way: Using big data, artificial intelligence, and connected devices to serve customers. Today, almost all companies agree they have to 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.

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

- to understand how Big Data, Artificial Intelligence, and connected devices 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

On campus: €1,000 Per Course (or €1,800 for the 2 courses)
Online: €500 (or €900 for 2 courses)

TUITION INCLUDES

The tuition price for on campus program includes: porganisation and logistics, courses and support materials, 1 Business Trip, 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 TUITION FEES

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

PROFESSOR BIOS



EDWARD RYALL

He is a Visiting Professor of Entrepreneurship at KEDGE Business School and has been delivering courses since 2014. He graduated in Aerospace Engineering, is a Chartered Engineer, holds an MBA from SDA Bocconi, Italy, and has a Diploma in Corporate Governance from the Institute of Directors in London. Edward has held a number of Director level roles in Engineering, Finance, and Sales.

Edward currently runs the Ryall Energy Family office in Bordeaux and is an active business angel, non-executive director and mentor for deep tech companies in Nouvelle Aquitaine. He is also CEO of AVE, a quantum chemistry molecular engineering company currently being incubated by Airbus.

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