

# KEDGE INTERNATIONAL WINTER SCHOOL

**KEDGE**  
BUSINESS SCHOOL



13 - 24 January 2025

LET'S  
BE  
THE  
CHANGE



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

## ABOUT KEDGE

KEDGE Business School is France's largest independent business school and one of only 118 institutions worldwide to hold triple accreditation awarded by the three largest and most influential international business school accreditation associations: EQUIS, AMBA and AACSB. Consistently ranked among the top 38 business and management institutions in Europe by the Financial Times, KEDGE stands as France's leading institution in terms of management research publications.

## KEDGE INTERNATIONAL WINTER SCHOOL

Discover the vibrant energy of Paris with KEDGE's winter programme at its newest campus. Immerse yourself in the world capital of luxury, design, and fashion with its wealth of critical thinkers and creative talents. What better place to expand your understanding of disruptive technologies and engage with a diverse community of global students?

### OVERVIEW

**PERIOD:**  
FROM 13 TO 24 JANUARY, 2025

**LOCATION:**  
PARIS, FRANCE

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

**LANGUAGE:**  
ENGLISH

**EXPERIENTIAL PACK:**  
BUSINESS TRIP OR BUSINESS TALK

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



## COURSE DESCRIPTIONS

### Business Intelligence and Analytics

13th to 17th January 2025

**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 equip you with essential skills to use data effectively and deepen your understanding of its importance and value in the business environment of today and the future.

#### 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 prepare data for analysis.
- Develop basic skills in data visualisation.
- Build core competencies in applying different types of machine learning to datasets to create predictive models.

## 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:** 60 - 75€ pp/night
- **Single:** 110 - 150€ pp/night

For further details, don't hesitate to reach out to us.

### Creating Customer Value with Disruptive Technologies

20th to 24th January 2025

**During this course you will learn and understand recent and important strategies of Big data, artificial intelligence and connected devices for customer service.**

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 the impact of big data, artificial intelligence, connected devices, and the Internet of Things 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 both courses\***

*\* A 100€ registration fee applies. 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 to transportation for social and/or business trips, a certificate of completion and a transcript.

### Not included in the tuition fees

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

## HANDIKAP

KEDGE is strongly committed to inclusiveness and diversity. The HANDIKAP dispositive 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.



**CONTACT**  
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NATIONAL CAMPUSES

BORDEAUX  
MARSEILLE  
PARIS  
TOULON

INTERNATIONAL CAMPUSES

ABIDJAN  
DAKAR  
SHANGHAI  
SUZAOU

ASSOCIATED CAMPUSES

AVIGNON  
BASTIA  
BAYONNE  
MONT-DE-MARSAN

**CONTACT**

**KEDGE SHORT-TERM  
PROGRAMMES**

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