

TECH INNOVATION IN EUROPEAN ECOSYSTEM

Executive Education Residency
Grenoble, France



VISIT THE FRENCH ALPS FOR AN IMMERSIVE LEARNING EXPERIENCE IN THE 5th MOST INVENTIVE CITY IN THE WORLD (Forbes)

Join us for one week in Grenoble, a vibrant city in the French Alps studying how innovation ecosystems in Europe enable the development, scaling, and leadership of science and technology ventures. Using Grenoble as a living laboratory, it introduces students to the ways universities, corporates, startups, and government research institutions collaborate to transform scientific discovery into industrial impact.

CONTACT

Coline Faure
coline.faure@grenoble-em.com
+33640673155

LANGUAGE

English or French

DATES

To be defined

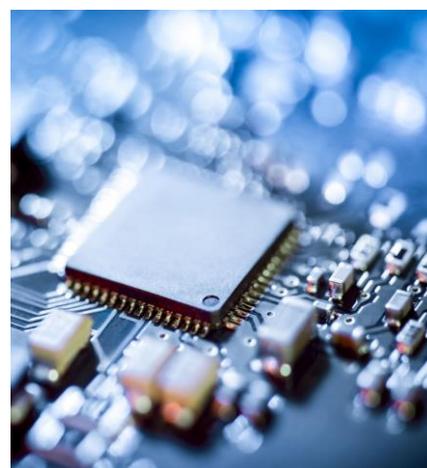
PRICES PER PARTICIPANT

Between 25 – 30 : 2 488€/person
Between 30 – 35 : 2 074€ /person
Between 35 – 40 : 1 778€/person
The proposed rates are rates in Euros net of tax

PROGRAM CONTENT

The course situates the European deep tech model within global contexts of innovation and industrial policy, emphasizing how public-private partnerships and regional clusters drive technological progress. Students will analyze the structure and lifecycle of innovation ecosystems, understand how business and non-market forces interact to support growth, and reflect on leadership challenges in science-based organizations.

Through direct engagement with firms and institutions in Grenoble, students will examine how non-technical leaders can successfully guide technology-intensive organizations by developing technological fluency, strategic foresight, and collaborative skills.



SUN	MON	TUES	WED	THU	FRI	SAT
TRAVEL	Welcome Session Session 1 (3hrs) UNDERSTANDING INNOVATION ECOSYSTEMS Guest speaker	Session 3 (3hrs) THE LIFECYCLE OF INNOVATION AND INSTITUTIONAL ROLES Company visit	Session 5 (3hrs) PLATFORM-BASED INNOVATION AND DEEP-TECH ACCELERATION Company visit	Session 6 (3hrs) APPLICATION OF DEEP TECH IN ENERGY AND INDUSTRY Company visit	Session 7 (3hrs) GRENOBLE'S DEEP-TECH LEADERSHIP Guest speaker	FREE TIME
Free time	Lunchboxes	Restaurant	Restaurant	Restaurant	Lunchboxes	Free time
FREE TIME	Session 2 (3hrs) MAPPING ECOSYSTEMS AND THEIR VALUE PROPOSITIONS Welcome drinks & nibbles	Session 4 (3hrs) LEADERSHIP IN DEEP-TECH ECOSYSTEMS Free time	Company visit Wine & Cheese Testing	Reserved for Guest speaker Fairwell Diner	Session 8 (3hrs) DESIGN FICTION AND THE NEAR FUTURES OF TECHNOLOGY RELATIONSHIPS IN GRENOBLE'S DEEP-TECH ECOSYSTEM Free time	TRAVEL
Free time	Free time	Free time	Free time	Free time	Free time	Free time

41st
World on tailor-made programs
Financial Times

89%
Satisfactions rates

2 500
Learners in 2024

GEM Executive Education

GEM Executive Education positions itself as a strategic partner for organizations and individuals, thanks to the implementation of cutting-edge skills development solutions. A tailor-made service ranked among the top 50 worldwide and the top 10 in France

Our value proposition for partner organizations:

- Supporting key stages in the career development of senior executives
- Providing skills-based solutions aligned with organizational transformation initiatives
- Enabling businesses and individuals to develop essential and strategic skills

LUXURY BRAND MANAGEMENT

Executive Education Residency
Grenoble & Paris, France



COME TO AN IMMERSIVE LEARNING EXPERIENCE IN FRANCE, THE WORLD LEADER IN FASHION AND LUXURY GOOD.

Join us for one week in Grenoble & Paris, studying how the luxury industry is evolving in a rapidly changing global environment. Participants will gain a deep understanding of the luxury sector across major geographical markets, examining how cultural differences shape customer preferences and purchasing decisions. The program delves into the profound impact of Covid-19 on the luxury market, uncovering new challenges and identifying the key drivers for future growth.

CONTACT

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LANGUAGE

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DATES

To be defined

PRICES

Up to 30 students : 70 500€

Between 30 – 40 : + 2 350€/each extra student

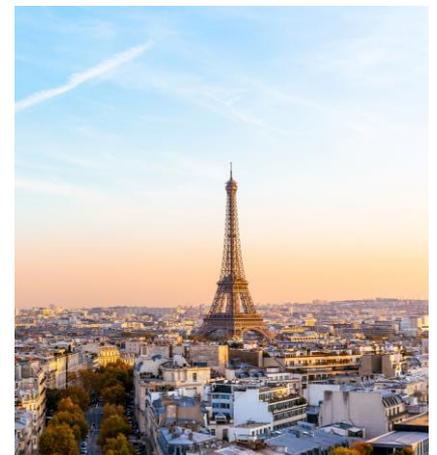
Between 41 – 50 : +2 000€/each extra student

The proposed rates are rates in Euros net of tax

PROGRAM CONTENT

Learners will discover cutting-edge innovations within the industry, with a special focus on sustainable and circular economy business models.

Through interactive simulations, participants will apply creative strategies to social media marketing, enhancing their ability to engage with modern consumers. Finally, the course provides insights into how digital and social media trends are transforming luxury brand marketing, equipping professionals with the tools to thrive in an increasingly digital world.



SUN	MON	TUES	WED	THU	FRI	SAT
TRAVEL	Welcome Session INTRODUCTION TO LUXURY SECTOR, INTERNATIONAL MARKET <i>Guest Speaker</i>	NEW MARKET, TRENDS <i>Guest Speaker</i>	INNOVATION IN BUSINESS MODELS <i>Guest Speaker</i>	INNOVATION IN CUSTOMER ACQUISITION, SOCIAL MEDIA MARKETING FOR CHANGING CLIENT BASE	LUXURY COMPANY VISIT	FREE TIME
Free time	Lunchboxes	Lunchboxes	Lunchboxes	Restaurant	Restaurant	Free time
FREE TIME	CURRENT PLAYERS & INDUSTRY INNOVATION <i>Guest Speaker</i>	CULTURAL VISIT	Train to Paris	MYSTERY SHOPPING WORKSHOP	DEBRIEFING, FINAL LECTURES AND PRESENTATION	TRAVEL
Free time	Welcome diner	Wine & Cheese Testing	Free time	Free time	Fairwell Diner	Free time
GRENOBLE CAMPUS				PARIS CAMPUS		

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