

Blended Intensive Programme

Innovation in society

27-31 October 2025

Who are we?

Istec Business School – Paris belongs to the top-40 French business schools. We are a human-size school dedicated to teaching and research for over 60 years.

When?

Week 44: from Monday 27th to Friday 31st October 2025

What is included ?

- Participation in all program activities

What is not included ?

- Travel
- Accommodation & meals

Description of the programme

Innovation is not only about new technologies. It is about how new ideas, and new practices emerge and diffuse in society. For this process to succeed, organisations must adapt, learn, train employees, and communicate.

The topics covered in the programme include (but are not limited to) technology & IT, marketing strategies, media & communication, SportTech, CSR and sustainability

Goals of the BIP

- Fostering learning and collaboration between European students with different backgrounds
- In line with the European priority of digital transformation, improving digital skills and knowledge and understanding how technology shapes human interactions and institutions
- 3 ECTS

Interested?

Contact **your institution's international office**
Or contact **Elodie Filin** (e.filin@istec.fr)
or **Loïc Sauce** (l.sauce@istec.fr)