

KEDGE INTERNATIONAL WINTER SCHOOL

KEDGE
BUSINESS SCHOOL



12 - 23 January 2026

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 world-wide 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:

12 - 23 JANUARY 2026

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

12 - 16 January 2026

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.

Creating Customer Value with Disruptive Technologies

19 - 23 January 2026

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.

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.

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
SUZHOU

ASSOCIATED CAMPUSES

AVIGNON
BASTIA
BAYONNE
MONT-DE-MARSAN

CONTACT

KEDGE SHORT-TERM
PROGRAMMES

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