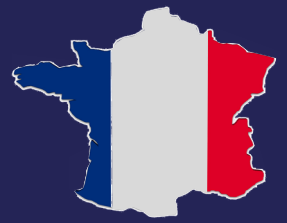


Executive MBA

Immersion or Elective in France



Registration <https://www.inregu.fr/emba>

**1 to 2-week immersion or elective in France for
Business School Executive MBA programmes**



Institut National
de Recherche en
Gestion Urbaine

Creating value through blended training and international networking

LYON



VALUE PROPOSITION

- Experience the French culture
- Understand the European business market and explore business opportunities in Europe
- Study new business skills
- Get certificates of completion from INREGU and UREKA UK



PROGRAMME ORGANIZATION

- Mornings are dedicated to knowledge transfer delivered by University Professors
- Afternoons are reserved for company visits, case studies analysis and cultural experiences

Immersion or Elective for Executive MBA

Immerse your students into the vibrant European culture and enrich their executive MBA journey with our exclusive 1 to 2-week immersive programme in France. Discover the beauty of French culture while gaining invaluable insights and perspectives of doing business in Europe and learning new strategic skills for creating business in the EU market.

Designed specifically for executive MBA participants, this exceptional opportunity seamlessly integrates into the existing curriculum, serving as an elective that elevates an international learning experience.

DISCOVER THE EUROPEAN UNION ENVIRONMENT

The European Union's institutional set-up is unique and its decision-making system is constantly evolving. The European institutions and its agencies are spread across the EU. They work together to address the common interests of the EU and European people. Participants will:

- Understand the geopolitical power of the EU in the world.
- Review the organization of the EU's institutions.
- Analyse the EU as a potential business market.
- Discuss the EU's strategic vision.

DEEP DIVE INTO BUSINESS STRATEGY

This module goes beyond the traditional approach to defining a business strategy. It delves into the realm of innovation, guiding participants on how to craft a truly innovative strategy that propels their organization forward. Moreover, it equips them with the skills and knowledge to foster strategic foresight leadership, enabling them to anticipate and navigate future challenges and opportunities with confidence. Participants will:

- Build expertise in identifying opportunities for value creation.
- Apply Blue Ocean Strategy frameworks to analyse industries, customer journeys, and identify opportunities for new markets.
- Outline and illustrate the challenges and opportunities in the world of future foresight and the key drivers.
- Analyse methods of applying long-term focus and strategies to industry forecasts and development.
- Formulate foresight as to where new markets will emerge in the next 5-10-20 years and analyze the big issues of the day in the future.

AUDIENCE

- Business schools offering an Executive Master of Business & Administration programme

HOSTING FACILITIES

- The participants will be hosted in the hotel decided by the Business School
- A wide selection of 3* to 5* hotels is available in the heart of the city of Lyon, with facilities to host this immersion programme

TIMELINE

- Programmes should be planned at least 6 months in advance
- For the VISA, invitation letters will be sent 5 months before the start

PROGRAMME DIRECTOR

- Dr. Philippe Bouvier, PhD in urban studies, and international expert in urban digital transformation



TENTATIVE AGENDA

(Customizable)

WEEK 1

The first week will introduce the European context, the institutions in the European Union and its unique strategic vision. Participants will also learn on how to create an innovative business strategy in the EU.

Day	Proposed Topics Week 1
1	Introduction to Europe
	Visit of Lyon
2	European institutions
	French culture for executives
3	European market
	Case studies
4	Value-based strategy
	Red vs Blue ocean strategies
5	Blue Ocean Strategy tools
	Company visit

Day	Proposed Topics Week 2
1	Learning from the future
	Europe strategic vision
2	Strategic foresight explained
	Company visit
3	Strategic foresight planning
	Case studies
4	Future back process
	Case studies
5	Case studies
	Company visit

WEEK 2

The second week will focus on how to learn from the future and develop a strategic foresight leadership.

The final agenda will be completed in coordination with each Business School.



INREGU

The French National Institute of Research in Urban Management delivers online and blended courses and trainings, organizes workshops for executives in Europe, Middle-East and India; runs competitions on innovation and start-up bootcamps; and sets international seminars or conferences to promote business as a force for good, and to create value in smart and sustainable cities.

ONLINE AND BLENDED EDUCATION

Multiple courses and workshops are proposed fully online from our studio and in blended modes:

- Business strategy management
- Strategic foresight management
- Entrepreneurship
- Innovation management
- Urban digital transformation & smart cities
- Faculty development

*“Currently we are running this programme in Lyon.
In 2025 we are planning to welcome our guests in
our renovated castle close to Paris.”*

Dr. Philippe Bouvier, President
INREGU



Creating value through blended education and international networking

INREGU

Lyon, France
Paris, France

CONTACT:

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<https://www.inregu.fr/emba>



in collaboration with



UREKA EDUCATION GROUP

Ureka is an education services organisation established in 2014 in London and has offices in Oxford, UK and Dubai, UAE. It was founded by group of Sloan Fellows from London Business School and specialises in Internationalisation, Entrepreneurship Development and Skills Training.