



# Announcing the 2018 “iaelyon International Week”

## CALL FOR APPLICATIONS

Building on its previous success, **iaelyon** will be running the 12<sup>th</sup> year of its International Week in January 2018. The week includes International Seminars targeted at Master's degree students and executive participants, International Research Seminars and a Pedagogical Innovation & TEL workshop with visiting professors and guest-speakers from international institutions.

### 1/ INTERNATIONAL SEMINARS | January 8-9 all day & 10 am or/and January 11-12 all day & 13 am, 2018

**The International Seminars are open to Master's degree students in their first and second year. They are also targeted at executive participants. They may be taught in English, Spanish, Italian or German by guest speakers and visiting professors from international institutions.**

#### OBJECTIVES:

The International Seminars aim to provide students with an international and cross-cultural approach on in-depth and capstone subjects. Courses may be either specialized subjects with a specific international focus or on a particular geographical area or cross-specialization subjects. Courses may address issues such as Business Ethics, Conflict Resolution, Project Management, Leadership, Management of Diversities, Management & Humanities...

Courses should be interactive, based on class discussions and case studies.

#### Structure:

Each seminar will consist of 18 hours, from Thursday to Saturday morning for the first session and from Monday to Wednesday morning for the second. Students are assessed at the end of the courses. Applicants may apply to teach for one or both seminar sessions.

#### Participants:

Each seminar group is made up of French and international students, coming from the different Masters' degree programs at iaelyon, as well as executive participants.

Students who participate in the International Seminars have a good written and spoken command of the chosen foreign language.

Please follow the link to discover  
International Week academics  
testimonials: <http://urlz.fr/3APR>

### 2/ PEDAGOGICAL INNOVATION & TEL WORKSHOP | January 10 pm, 2018

**A Pedagogical Innovation & TEL Workshop will take place on January 10 in the afternoon.**

#### OBJECTIVES:

The objective is to share your experience of the use of Technology Enhanced Learning (MOOC, Learning Management Systems, interactive tools...) into your courses and your teaching.

#### Structure:

This workshop is organized by Associate Pr. Elise Lavoue and Associate Pr. Catherine Mercier-Suissa. It will last for 2 and a half hours depending on the number of participants and it will be divided as follows: 10-15 minutes of presentation by each participant followed by questions and a debate with all the participants.

## 3/ INTERNATIONAL RESEARCH SEMINARS | January 10 pm, 2018

### OBJECTIVES:

The International Research Seminars aim to develop further Research projects and activities in cooperation with iaelyon faculty and international visiting professors.

### Research Themes :

#### Complexity, Innovation, Networks - Pr. Jean-Fabrice Lebraty

##### Key words:

- > Management of economic regional or metropolitan development: benchmarking, place branding, regional or metropolitan attractiveness and competitiveness, inward and outward investments
- > Crowdsourcing and makers movement
- > Business retention and expansion
- > Disruptive innovations in extreme situations
- > Data visualization and various maps
- > Technology-led economic development, clusters policy
- > Workforce and skills development
- > Big Data, knowledge elicitation and decision making

#### International Management - Pr. Ulrike Mayrhofer

##### Key words:

- > International environment of organizations
- > Dynamics of internationalization strategies: SMEs, location, entry modes
- > Management and performance of international alliances, mergers-acquisitions and networks
- > Headquarters-subsidiaries relationships in multinational companies, e.g. organizational structures, project management
- > Coordination of value chain activities, e.g. expatriation management, international brands, supply chain
- > Intercultural management and cooperation

#### Management and Corporate Social Responsibility (CSR) - Pr. Denis Travaillé

##### Key words:

- > Definition, measurement and monitoring of corporate social performance
- > Models for assessing social and environmental performance of organizations
- > Stakes and management tools of sustainable development in organizations
- > Standards and certification of the social and environmental responsibility
- > Sustainable development, CSR and international comparisons
- > Sustainable development, CSR: differences and similarities in not for profit and for profit organizations and different types of industries
- > Management methods, communication, marketing and sustainable development

### Structure:

The Research Seminars will be conducted in English. They will consist of presentations given by guest speakers and visiting professors participating in the iaelyon International Week. Three parallel sessions will be organized, corresponding to the cross-disciplinary Research themes identified.

Participants will be asked to communicate the topic of their presentation and the session they would like to join (Complexity, Innovation, Networks ; International Management; Management and Corporate Social Responsibility).

## 4/ CSR NETWORK | January 10 pm, 2018

### OBJECTIVES:

Sharing good practices and relevant examples of CSR implementation in Business Schools and Management Education.

## 5/ APPLICATION PROCESS:

- > Applicants should hand in an application form along with their resume, course proposal and Research/ITEL/ CSR theme proposal by September 8th, 2017.
- > Information on the selection results will be given by October 6th, 2017.

## 6/ PAYMENT AND EXPENSES:

Payment for teaching one International Seminar (18 hours) will be approximately 900 Euros<sup>1</sup>.

Room & Board expenses will be covered by iaelyon as follows<sup>1</sup> :

- > **Accommodation:** Guest Speakers and International Professors will be housed at a hotel located near campus.
- > **Board:** Welcome and Farewell cocktails will be organized during the period of the International Week as well as group lunches and dinners.
- > **Travel:** Booking for travel will be made by iaelyon and travel expenses paid directly by iaelyon.

*1. This information is not valid for visiting professors nominated at iaelyon as visiting professors are in charge of paying for their travel and accommodation expenses.*

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