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## Executive Education

# ICN Business School and ENSGSI Launch an Innovative Training Program: IDEE – Innovation, Digital for Business, and Export

ICN Business School and the École Nationale Supérieure en Génie des Systèmes et de l'Innovation (ENSGSI) have partnered to introduce a groundbreaking new training program: IDEE (Innovation – Digital for Business – Export). Tailored for small and medium-sized enterprises (SMEs), this program equips businesses with essential skills to innovate, embrace digital transformation, and expand internationally.

### A Comprehensive and Modular Program to Meet Business Needs

The IDEE program consists of three distinct and modular tracks, enabling participants to select the modules most relevant to their business activities:

- **Innovation Track (ENSGSI):** Focused on addressing the challenges of innovation, this track helps businesses enhance their capacity to innovate in a constantly evolving environment and offers practical methods to differentiate products and maintain competitiveness.
- **Digital for Business Track (ENSGSI – ICN Business School):** This track explores the challenges of digital transformation, provides training in digital tools, and presents effective strategies to stay competitive in a connected world.
- **Export Track (ICN Business School):** This track addresses the complexities of exporting, offering insights into international markets, regulatory and financial constraints, and strategies for global business development.

### Support and Key Advantages

In addition to top-tier theoretical training, the IDEE program offers individualized support throughout the training journey, including on-site business coaching sessions. Participants also gain access to a rich and dynamic professional network. Upon completion, participants receive a certification jointly recognized by ENSGSI and ICN Business School, validating their newly acquired skills.

### Exceptional Introductory Offer

Thanks to support from the Banque des Territoires, the IDEE program is available at a preferential rate of **€250 per participant per day** for the 2024-2025 academic year. Starting in 2026, the rate will increase to €500 per day per participant.

### Program Launch in October 2024

The first IDEE training session is set to begin in **October 2024**, and registrations are now open.

For more information:

<https://www.icn-artem.com/formation-pro/idee-innover-digital-pour-lentreprise-export/>

## ABOUT ICN BUSINESS SCHOOL :

Triple accredited by AACSB, AMBA, EQUIS, and a member of CDEFM within the Conference of Grandes Écoles, ICN Business School trains its students and executives to foster innovation through creativity within companies. The school offers a pedagogy focused on #ArtTechnologyManagement across its three campuses. The ICN community is driven by three fundamental values: openness, commitment, and teamwork.

- 3 300 students, including 38% international students;
- 89 permanent professors and 27 affiliated professors;
- 3 campuses: Nancy, Paris La Défense (France), and Berlin (Germany) ;
- 10 representative offices abroad: in China, Russia, Senegal, India, North Africa, Sub-Saharan Africa, Latin America, Taiwan, Vietnam, and the Middle East;
- Over 130 partner universities worldwide;
- 30 student associations ;
- 150 corporate partners;
- 23 000 Graduates.

Founded in 1905 within the university, ICN became ICN Business School as a private institution in 2003. The school is a private higher education establishment recognized by the state, qualified EESPIG. It awards a degree granting a bachelor's degree for its Bac+3 programs (Bachelor in Management) and a master's degree for its Grande École program, Bac+5.

## ABOUT ENSGSI :

Accredited and recognized by numerous national and international bodies, the École Nationale Supérieure en Génie des Systèmes et de l'Innovation (ENSGSI) is a member of the Conférence des Grandes Écoles and the Groupe INP. The school trains engineers over 3 to 5 years, specializing in innovation and change management, grounded in general scientific knowledge and the humanities and social sciences.

Key Figures:

- 300 engineering students, with nearly equal gender representation.
- Human-scale cohorts: 50 students in the preparatory cycle and 80 in the engineering cycle.
- 7 dual bi-national degrees (Germany, Argentina, Brazil, Chile, Colombia, Spain, Morocco).
- 2 dual degrees: Engineer-Manager with ICN Business School and Digital Engineer with TELECOM Nancy.
- 5 Master's programs available in the final year.
- Over 100 businesses supported annually.
- Numerous innovation and creativity challenges (e.g., *48 hours to bring ideas to life*®, *72 hours to innovate in Agile mode*).
- 20 student associations and clubs, with over 2,000 alumni.

Founded in 1993, ENSGSI is an engineering school of the University of Lorraine, accredited by the Commission des Titres d'Ingénieurs (CTI). It is the first school in Europe accredited in Technology Management by the scientific association IAMOT. ENSGSI's engineering program is also included in the INCOSE directory of institutions internationally recognized for the quality of their systems engineering education. The school holds the CNES&ST label from INRS for its teaching and promotion of occupational risk prevention and safety.

Highly committed to sustainability, ENSGSI develops large-scale projects on Sustainable Development and Social Responsibility. Additionally, students earn industry-recognized certifications in Value Analysis (with AFAV) and Lean Six Sigma Green Belt certification.

For more information, visit: [www.ensgsi.univ-lorraine.fr](http://www.ensgsi.univ-lorraine.fr).

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