

Nancy, December 16, 2024

Pedagogy

The International CreaCtive Week: A Week of Synergy Between Students and Faculty from Around the World

From November 12 to 15, ICN Business School had the honor of hosting the second edition of the International CreaCtive Week. Organized by the school and four of its international partners, this unique week enables students from different continents to participate in shared conferences, discussions, and interactive workshops through a fully virtual program.



From 12 to 15
November | 12pm (Paris time)
6pm (Paris time)

INTERNATIONAL CREACTIVE WEEK

ONE WEEK OF ONLINE CONFERENCES: EXCHANGE, LEARN,
AND CONNECT GLOBALLY WITH PROFESSORS AND STUDENTS!



ICN Business School and its four international partners, members of the CreaCtive Business Club (CENTRUM PUCP in Peru, HEC Liège in Belgium, Umeå School of Business in Sweden, and National Cheng Kung University in Taiwan), provided an excellent platform for cultural exchange and collaborative learning for their students during this exceptional week. Despite geographical distance and time zone differences, participants eagerly took the opportunity to interact.

Addressing Contemporary Global Issues

The program for this second edition featured workshops, conferences, and discussions centered on personal development and leadership, diversity and inclusion, social entrepreneurship, and innovation. Each day offered two sessions (at 12:00 PM and 6:00 PM), providing flexibility to ensure optimal participation across different time zones.

The online sessions encouraged dynamic exchanges, enabling participants to share perspectives and collaboratively explore solutions to global challenges. *“One of our workshops on stereotypes, ‘I am [French] but I [never complain],’ was particularly interactive and sparked both impactful and humorous statements,”* shared Krista FINSTAD-MILION, professor and head of the Department of Human Resources and Organizational Behavior at ICN Business School.

These stimulating interactions fostered meaningful synergies not only among students but also among faculty from the participating institutions. The event also provided a valuable opportunity for educators to collaborate with their international peers and share best practices in an intercultural setting.

A Creative Challenge

The event concluded with a collaborative creative challenge, where international teams had one hour to solve a complex problem. This challenge highlighted participants’ agility, creativity, and teamwork skills, brilliantly demonstrating the effectiveness of working together in a multicultural environment.

Eva, a first-year student in the ICN Grande École program, was delighted to participate in this international event: *“This week was both exciting and enriching. Every evening was very engaging, but I particularly enjoyed the final session, which featured a small project to complete in an hour. It was fun and stimulating. It also helped me improve my English and expand my vocabulary.”*

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.

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