

Nancy, March 24, 2025

International

CreaCtive Immersion at ICN Business School for the 20th Anniversary of International Week: A Unique Format and 18 Professors from Around the World

From March 10 to 14, ICN Business School celebrated the 20th edition of its International Week, an iconic annual event that offers students a multicultural learning experience, thanks to the exceptional presence of professors from all over the world on its campuses. This year, the school introduced a revamped format, combining interactive courses and collaborative challenges to enhance students' international outlook and adaptability.



Traditionally centered around lectures given by international professors invited to ICN, this year's International Week adopted a more dynamic and collaborative approach. Over four days, 360 students from the Paris La Défense and Nancy campuses (2nd-year Bachelor and 3rd-year Bachelor English Track) worked in multicultural teams on current societal and technological topics.

Supervised by 18 international professors from prestigious institutions in the United States, Canada, Ireland, England, Malaysia, Japan, and Morocco, students were exposed to diverse teaching methods and had the opportunity to develop key skills essential for thriving in a globalized professional environment.

New Interactive and Immersive Format

For this special anniversary edition, ICN Business School introduced an innovative multi-step concept. After two days of attending interactive courses in English led by guest international professors, students were divided into mixed groups of French-speaking and international students and assigned a topical theme to develop a project around.

The assigned themes, addressing today's and tomorrow's major challenges, immersed students in realistic constraints to better prepare them for their future careers: designing a game or app to raise awareness about climate issues, imagining innovative solutions for the future workplace, developing a virtual platform to foster intergenerational collaboration, or understanding cultural differences within a team to optimize performance. *"The topics were highly interesting, contemporary, global, and interdisciplinary. They were fascinating to explore with students. We worked in very small groups, which made the experience highly interactive,"* said Sabrina HOMBOURGER-BARES, professor at TÉLUQ University in Canada

Wednesday was structured around guided work sessions with international professors and ICN faculty, using an interactive tutoring system. On Thursday morning, students presented their projects, and the best ones were awarded on both the Paris La Défense and Nancy campuses.

Engaged Students and Inspired Professors

ICN students' commitment and creativity were widely praised by the international professors. *"These four days have been a phenomenal experience. The program was highly creative, and the students worked incredibly hard. They were so motivated!"* emphasized Rubab JAFRY, professor at Carnegie Mellon University in the United States. Sabrina HOMBOURGER-BARES highlighted the importance of collaborative and multicultural work for students' future careers: *"We all come from different countries and cultures, both students and professors. This experience allowed them to engage in a setting very close to real-world professional situations."*

This immersive week also provided a unique opportunity for professors to meet their peers and exchange best teaching practices. *"It's incredible to have everyone gathered in one institution. Working with such a diverse group of educators is very rare,"* noted Natalia YANNOPOULOU, professor at Newcastle University Business School in England. *"It's a great opportunity for us to get to know each other and consider new collaborations,"* added Sabrina HOMBOURGER-BARES.

ICN Business School's International Week will return in 2026 with this new immersive concept. *"I have been in academia for decades, and I have never seen anything like this. It is a unique and creative event, and I hope it continues,"* concluded Natalia YANNOPOULOU.

COMMUNIQUÉ DE PRESSE



"I wanted to mark the occasion for the 20th anniversary! The new format introduced this year was a great success among students, who showed immense motivation and engagement. The enriching exchanges with professors helped them gain confidence. The bet on an innovative and multicultural week was a complete success!" declared Frédérique BOUTIN, Head of International Relations at ICN Business School.

ABOUT ICN BUSINESS SCHOOL :

Triple-accredited by AACSB, AMBA, and EQUIS and a member of CDEFM within the Conférence des Grandes Écoles, ICN Business School trains students and executives to foster innovation through creativity in businesses. The school promotes an #ArtTechnologyManagement educational approach across its three campuses.

The ICN community is driven by three core values: openness, commitment, and team spirit. ICN Business School at a glance:

- **3,500 students**, including **38% international students**
- **89 permanent professors** and **27 affiliated professors**
- **3 campuses**: Nancy, Paris La Défense (France), and Berlin (Germany)
- **10 international representation offices**: in China, Russia, Senegal, India, North Africa, Sub-Saharan Africa, Latin America, Taiwan, Vietnam, and the Middle East
- **Nearly 130 partner universities worldwide**
- **30 student associations**
- **150 corporate partners**
- **25,000 graduates**

Founded in 1905 within the university, ICN became a private institution in 2003. It is a private higher education institution recognized by the French State and qualified as EESPIG. The school grants degrees at the **Bachelor's level (Bac+3) in management** and at the **Master's level (Bac+5) for its Grande École program**.

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