



INNOV@INSA

4-week Short Program on Innovation

90 Contact Hours - 2 Tracks

12 ECTS / 6 US Credits

From May 15th to June 13th 2025

Track 1b

Management and Innovation in Europe

Track 2

**French Language, Cross-Cultural Communication,
Industry and Society**

LYON – AN ESSENTIAL EUROPEAN CITY

Prosperity

When you choose Lyon, you choose one of the most attractive cities in Europe, an international competitor and a gateway to the rest of the world. Being France's 2nd most important city, it is located in the heart of the thriving Auvergne-Rhône-Alpes region. The city was classified as World Heritage Site by UNESCO in 1998.

Heritage

Ancient capital of the Gauls, it testifies of 2000 years of history. Lyon has been recognized as France's 1st city for culture outside of Paris and is indeed characterized above all by the balance between its cultural institutions of excellence offering quality programming, its large-scale festivals, and its cultural venues open to all.

Commerce

With its many fields of excellence, Lyon is a major international hub: Life Sciences, Clean Technologies, ITC, to name a few. The city is also home to internationally-renowned companies and major players, including: Sanofi, Merial, Lafarge, GL Events, Bank of China, Solvay Rhodia...

International

In addition, many world-renowned organizations have chosen Lyon as the location for their headquarters or regional offices: Handicap International, World Health Organization, CIRC (International Cancer Research Center), Interpol, Euronews...

Studies

Lyon is also a favorite city for foreign students who represent 10% of the student population in Lyon and strengthen the city's international character.

INSA LYON – A LEADING ENGINEERING SCHOOL IN FRANCE

Excellence

INSA Lyon is one of France's top universities in science and technology. Our five-year programme trains multi-skilled, humanist, innovative engineers with strong entrepreneurial and firm international spirits. Diversity, excellence, open-mindedness, innovation... such are the driving forces that shape our engineers.

Responsibility

Founded in 1957, INSA Lyon embodies an avant-garde and resolutely modern vision of engineering. INSA engineers possess both excellent scientific and technical expertise, while being capable of understanding the issues at the heart of their companies, and actively contributing to the evolution of the world we are living in.

Our goal

On the higher education scene, we rank among the top 10 engineering schools in Europe. Our purpose is also to become a centre for research and innovation recognized throughout the world, a partner of choice for business and industry.

INNOV@INSA Short Program on Innovative Engineering and Management

During this 4-week short program, students will learn about perspectives in Engineering and Innovation through innovative and interactive teaching. While planting the seeds of an innovative and sustainable engineering project, students will enjoy hands-on experiments and acquire valuable international experience for their professional futures.

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At the same time, Students will get to know French culture and the beautiful city of Lyon, while also acquiring basic knowledge about the French language.

This short program is also a perfect opportunity for students to discover INSA Lyon, a place they may want to come back to in their course of studies!

COURSE DESCRIPTIONS

Disclaimer

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If you have any questions about the INNOV@INSA program, please do not hesitate to contact the Short Programs Team at: innov-may@insa-lyon.fr

Track 1b: Management and Innovation in Europe

Hours and Credits: 45 total contact hours; 6 ECTS or 3 US credits

Prerequisites: none

Academic Coordinator: Audrey SERNA– audrey.serna@insa-lyon.fr

INTRODUCTION - PROJECT

The entire track is centered around an innovation project carried out by students working in project teams.

Each team is expected to develop a user-centered, innovative business solution that addresses a societal challenge, with positive impacts. The solution should tackle a real problem they have identified in a specific environment, and students will be required to prepare a launch strategy for the business.

The jury will assess the students' ability to pitch their business project, work creatively as a team while staying focused on user needs, develop a proof-of-concept prototype / mock-up and to overcome difficulties mainly due to cross cultural variances. An oral presentation will be part of the assessment.

PROJECT MANAGEMENT OF INNOVATIVE PRODUCTS & SERVICES

OBJECTIVES AND METHODS

Design Thinking has proven to be one of the most effective approaches for developing innovative products and services. This series of courses provides students with a solid foundation in the concepts and strategies necessary to successfully complete a project, even when faced with inevitable constraints such as budget, timeline, and resources.

The course also emphasizes the importance of understanding business practices that generate a positive impact. In addition, the methodology introduces a variety of tools and techniques to efficiently tackle a topic and encourages collaborative teamwork in solving problems.

The course is designed as a combination of traditional lectures, exercises, case studies, quizzes, workshops, and group discussions. Students are expected to practice some of these tools and methods on a global team project which covers the learning expectations.

LEARNING SKILLS

- Multidisciplinary teamwork, co-creation
- Cross cultural vision
- Getting a better understanding of European markets
- Creativity, generation of ideas, reassessment of one's own judgements
- Ethnology principles and tools (human science)
- Learning user centric vision, empathy
- Understanding and analysing existing problems on a specific market

① Design Thinking Lessons

- Innovation
- Creativity methods
- Design Thinking principles
- Challenge in cross-cultural design
- Defining the project
- Team decision making

② Tools and Exercises

- User-centered research: questionnaires, shadowing and interviews
- Persona study and their context
- User journey
- Storytelling
- Prototyping techniques
- Evaluation surveys

FINAL EVALUATION

At the end of the course, each team will have to "pitch" their value creation in front of "potential clients" with the support of a visual presentation.

The students will have to explain the decisions they have made and the difficulties they have overcome. They also have to compare their short experience with the French / European people and expectations.

JUDGING CRITERIA FOR THE PRESENTATION:

- Originality of the solution and innovation
- Technical feasibility
- Attitude and persuasion

COURSE GRADE

Collective assessment

Project written presentation – 30%

Oral presentation – 40%

Individual assessment

Attitude, proactivity, efficiency in a group – 30%

Track 2: French Language, Cross Cultural Communication, Industry and Society

Hours and Credits: 45 total contact hours; 6 ECTS / 3 US credits

Prerequisites: none

Academic Coordinator: Elisabeth AUMEUNIER – elisabeth.aumeunier@insa-lyon.fr

PART I.A: INTRODUCTION TO FRENCH LANGUAGE AND CULTURE

OBJECTIVES AND METHODS:

The focus of this unit will be on the oral French used in daily life. Using action-based language teaching methods, this class will require students to use the French they learn in various situations both during in-class activities and in real-life situations on-site in Lyon. The overall goal is to introduce the students to various cultural aspects of life in Lyon.

FINAL PROJECT

During the final class, the students will go on a shopping trip to Les Halles de Lyon with their teachers where they will be expected to use the language skills they have acquired to find their way from the INSA campus to Les Halles and once there, to interact appropriately with the vendors in order to greet, explain their needs, taste local products and make their purchases.

Examples of on-site activities:

- A neighborhood treasure hunt: finding your way around and learning about the neighborhood
- Discovering French lifestyle, shopping at a street market, going to a café...

Some of the practical language skills you will be acquiring:

- Greeting and taking leave
- Introducing yourself
- Describing where you are and how to get where you are going
- Express your preferences and personal tastes
- Sample, order, purchase, pay

PART I.B: FRENCH LANGUAGE AND CULTURE FOR STUDENTS AT INTERMEDIATE AND ADVANCED LEVELS

French learners at intermediate and advanced levels, depending on their number, will either be taught in a class or tutored by a teacher to accomplish a couple of tasks independently. Whether you have a class or work independently, the main objective of the course is to discover the city of Lyon: social life, cultural activities, points of interest, history and more. At the end of the course, you will give a presentation on one aspect of the city of Lyon. Of course, all of it in French!

PART II: DEVELOPING INTERCULTURAL COMPETENCE

COURSE INTRODUCTION

Why are we in need of this course today?

In today's globalized world, with the rise of the internet and the shrinking of time and space, intercultural interactions have become an essential part of daily life. This course is designed to address the challenges of living in a world where we increasingly engage with people who may differ from us in fundamental ways. Its overarching goals are to enhance sensitivity to cross-cultural communication, equip students with the knowledge and skills needed for successful intercultural interactions, and connect these insights to language learning.

MAIN CONTENT OF THE COURSE

This course is designed to interrogate different aspects of cross-cultural communication and cultural differences: language, family life, social relationships, work, government, education, love, and religion. Throughout the exploration of these topics, we will strive to engage in self-reflection, practical experience, and understanding of connections to larger social structures.

OBJECTIVES

Specifically, the goals of this course are to describe, learn about, and see social and cultural differences conformed to a model, to provide a space for students to reflect on their own personal experiences. Students will be encouraged to engage with different cultures in practical ways and to experience cross-cultural communication in meaningful ways, including:

- Understand the role of communication in culture
- Recognize cultural variables
- Become familiar with communication norms, rituals, and taboos of other cultures
- Discover cross-cultural communication barriers, adaptation to other cultures and culture shock
- Practice communication activities as they would occur in other cultures
- Learn how differences in intercultural communication show themselves in professional contexts
- Increase sensitivity to one's own cultural context and its impact on how one communicates, increase knowledge of ethical issues in cross-cultural communication, and increase sensitivity to communicating with people from different cultures

PART III: INDUSTRY AND SOCIETY

OBJECTIVES AND METHODS

Using a case-study approach, we will use our location in Lyon, France's 'Second City', as a base for studying the impact of different industries on society and social institutions over time. The students will acquire a knowledge base which will significantly add to what the French refer to as their 'culture générale'.

DOWNTOWN LYON - Industrial and architectural landscapes and their social consequences
Overview of the evolution of Lyon focused on major historical developments: Lugdunum with the Roman Empire, the silk industry and the urban modernization of the 19th century. The idea is to present how a local development (the silk industry) has brought in major social developments with national, regional and European resonance; how a national development (urban modernization) has been implemented locally and how the two intertwine, leading us to the second visit.

CROIX-ROUSSE District – Industrial, architectural landscapes and their social consequences
In the 19th c. the central hub of the silk industry in Lyon was the Croix-Rousse district. The specific way the silk industry was organized has had major consequences in the way buildings and neighbourhoods were designed. Designs which we can still appreciate today (both inside and outside of the buildings). The social advances for which the workers have fought also prefigure later social movements of the 20th century. The main idea is to study the heritage of the "Canuts" (the Croix-Rousse silk workers) and its contemporary developments. Nowadays, the Croix-Rousse District remains unique in Lyon like a lively and multicultural village in town!

GRADE DISTRIBUTION

Participation – 10%
Group presentations – 15%
(Inter)cultural self-analysis – 20%
"Dear diary" – 10%
Cultural presentation – 20%
Final test – 25%

NOTICE: TRACK 2 IS COMPULSORY.
STUDENTS CAN ONLY CHOOSE BETWEEN
TRACKS 1a AND TRACK1b

The INNOV@INSA Team is looking forward to welcoming you next summer!

CONTACT

Mamadou TOURE

The Short Programs Manager

innov-may@insa-lyon.fr

+0033 (0) 4 72 43 87 01

