


ARTEMS7-8-AI ORGANISATION CONSULTING CORA

ARTEMS7AI / ARTEMS8AI		ECTS Credits : 4 + 4		Semester : S7 + S8	
Organisation consulting applied to a large retailer (Cora)		Duration : 22 sessions			
Person(s) in charge :					
Michel MAKIELA, professor (ICN Business School), michel.makiela@icn-groupe.fr					
Program and content :					
<p>Topics are designed in cooperation with the partener company CORA at the beginning of the academic year. Here are some examples of issues entrusted to students during the previous years:</p> <ul style="list-style-type: none">▪ development of a family of products (for example organic products)▪ development of online services (online shopping)▪ use of smartphones and social networks when shopping : communication, promotion, customers' loyalty, outlet...)					
Evaluation :					
<input type="checkbox"/> Written test	<input checked="" type="checkbox"/> Continuous Control	<input checked="" type="checkbox"/> Oral report	<input checked="" type="checkbox"/> Project	<input type="checkbox"/> Written report	