

Summer School Lisbon Syllabus

Subject:

Emerging Technologies and Business Development

Lecturers:

Sylvie Mercier

Sylvie Mercier holds a PhD from the University of Campinas (Brazil), where her research focused on city apps. She serves as an Associate Professor and Researcher at the University Gustave Eiffel in France, in collaboration with the Dicen Ile-de-France CNAM Laboratory, specializing in innovative and emerging technologies that transform organizations. She is also an Honorary Vice Deputy Mayor of Joinville-le-Pont, recognized as a pioneer and French expert in the field of technological innovation for cities. In addition, she is the founder and a senior consultant at Sidit Company, where she trains local government agents on emerging technologies—especially the role of Artificial Intelligence in public services (Yonne Department 24-25).

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Course Structure:

Course Title: Emerging Technologies and Business Development
Department: Marketing, Operations and General Management
Target: Bachelor and Master students

<p>Pre-requisites:</p> <p>English fluency</p>
<p>Objectives:</p> <ul style="list-style-type: none"> • Discover and apply emerging technologies (AI, No-Code, Cloud, Blockchain, etc.) • Build and deploy digital tools quickly (website, CRM, chatbot, reporting...) using freemium solutions • Acquire the key skills to integrate these innovations into a professional project
<p>Programme:</p> <p>1 - Introduction to Emerging Technologies</p> <p>2 - Agile Collaboration, Project Management & Cloud Basics</p> <p>3 - Website Creation with WIX & CRM Integration (HubSpot)</p> <p>4 - Digital Marketing, Mailchimp & KPIs</p> <p>5 - Big Data, Business Analytics & Monitoring</p> <p>6 - Artificial Intelligence as a Decision-Making Tool</p> <p>7 - Building Chatbots (Botnation / Dialogflow)</p> <p>8 - No-Code/Low-Code & Citizen Dev (Figma, Forms, Databases)</p> <p>9 - Conclusion, Digital Strategy & Final Project Presentations</p>
<p>Assessment:</p> <p>Assessment throughout the course:</p> <p>Individual participation in class - 20%</p>

Workshops - 30%

Group project - 50%

This curricular unit is not assessed by exam

Teaching Method:

- Expository: theoretical presentations of the fundamental concepts of emerging technologies and business development.
- Active: Analysis and discussion of real and fictional case studies, allowing students to apply the theoretical concepts learned to practical and contextualized situations.
- Demonstrative: Practical exercises and design thinking projects, in which students will be able to apply ideation and prototyping techniques to develop innovative solutions to specific business development challenges.
- Active: Collaborative group projects, in which students will have the opportunity to work in multinational teams to solve complex problems, promoting communication, leadership and collaboration skills.
- Participative: Classroom debates and discussions on relevant topics, encouraging students to share their perspectives, experiences and insights on issues related to emerging technologies for business development.

Reading:

The students will be provided at the beginning of the Summer School with a Course Reading Package.

References:

- Chambers, S. (2023). Web 3.0: The future of decentralized technology and its impact on society: A guide to navigate through the New [decentralized] world of Web 3.0 and beyond. Chambers Publishing.
- Trott, P. (2022). Innovation Management and New Product Development, 7th Edition, Pearson Education.
- Chang, W-L., Pereira, R., & Benson, V. (2023). The role of perceived risks on mobile payment adoption: Evidence from Asia. International Journal of Mobile Communications, 21(2), 249–272. <https://doi.org/10.1504/IJMC.2022.10040415>
- Medeiros, D. (2022). Web 3 guide: The comprehensive Web3 handbook to help beginners & seniors learn Web 3.0 potential with token economy, Defi, Decentralized web, Ethereum smart contract, Metaverse projects, Web 3.0 metaverse, NFTs, blockchain, & crypto manual. Private edition.
- Rudman, R. and Bruwer, R. (2016). Defining Web 3.0: opportunities and challenges. The Electronic Library, 34(1), 132-154. <https://doi.org/10.1108/EL-08-2014-0140>
- Tapscott, A. (2023). Web3: Charting the internet's next economic and cultural frontier. Harper Business.
- Tetreault, J. W. (2023). Web 3.0: A roadmap to the future of the internet and its impact on business and society. Private edition.