

Comment former aux métiers du digital dès la première année d'école de commerce ?

 Studyrama

hubert kratiroff
1 dec 2019

 **EBS** PARIS
EUROPEAN BUSINESS SCHOOL



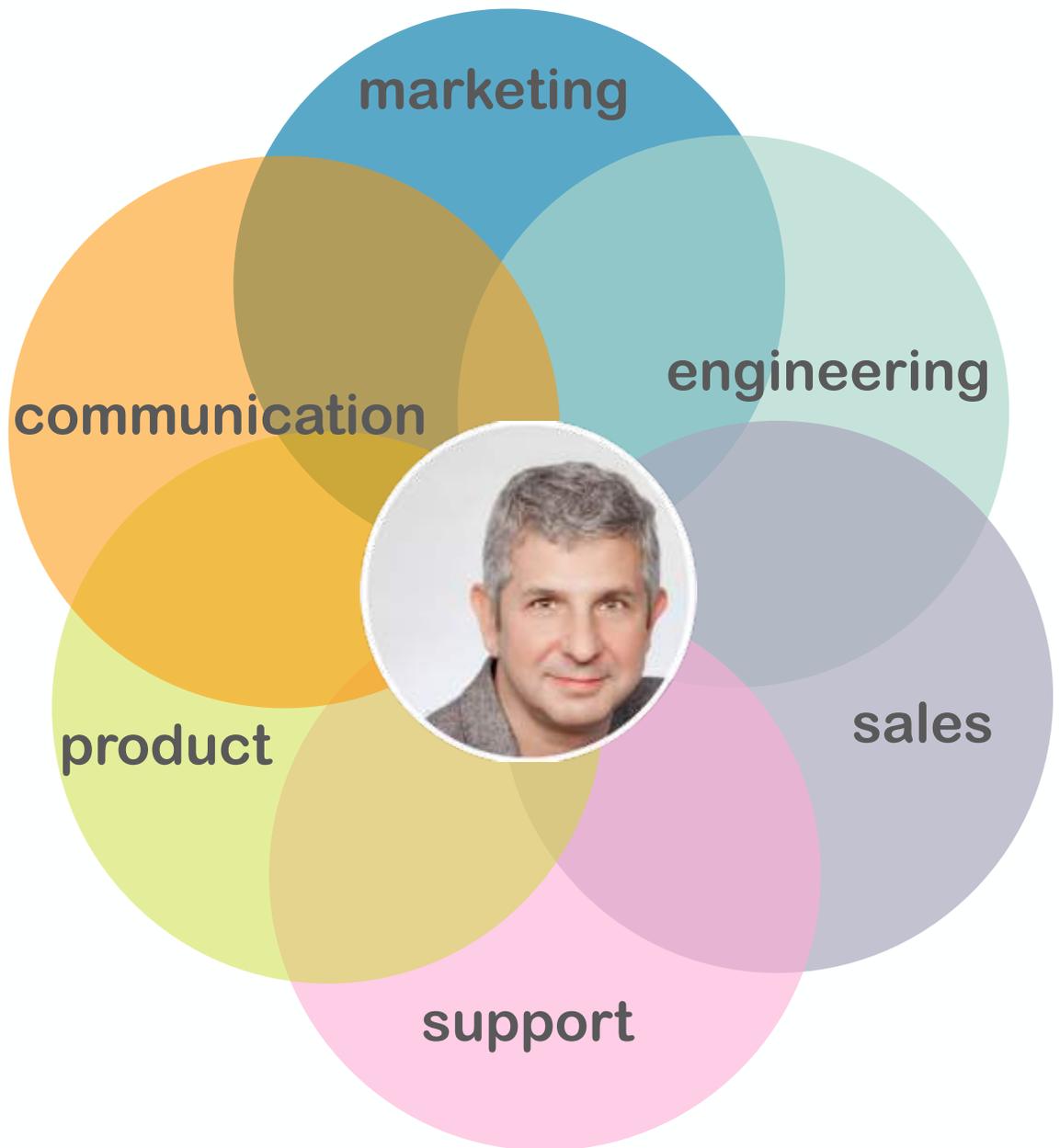
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technology evangelist

hubert@kratiroff.com



MY
LITTLE
CAMP



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slido

Joining
a m

#stu

Join

Studyrama

sli.do

ou

slido.com



The image shows a screenshot of the Slido website landing page. The background is a photograph of a man in a pink shirt standing and speaking to a group of people seated in a modern, bright room with large windows and indoor plants. The text on the page is as follows:

- Navigation menu: Product, Use Cases, Pricing, Resources, Log In, Sign Up
- Headline: Give a voice to your audience
- Sub-headline: with the ultimate Q&A and polling platform
- Primary CTA: Get started for free
- Secondary CTA: watch a video or schedule a demo

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digitaljobs = DJ

lesnouveauxmarketing.com/DJ/

[slide.com. #stu](https://slide.com/#stu)

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Numérique

invention, technologie, recherche, technique, scientifique, code, brevet...



Digital

innovation, utilisation, usage, assistance, commande, clic, relation homme-machine...



Cyber

sécurité, protection, hacker, virus, espionnage, militaire, défense, bureau des légendes





LE BUREAU DES LEGENDES



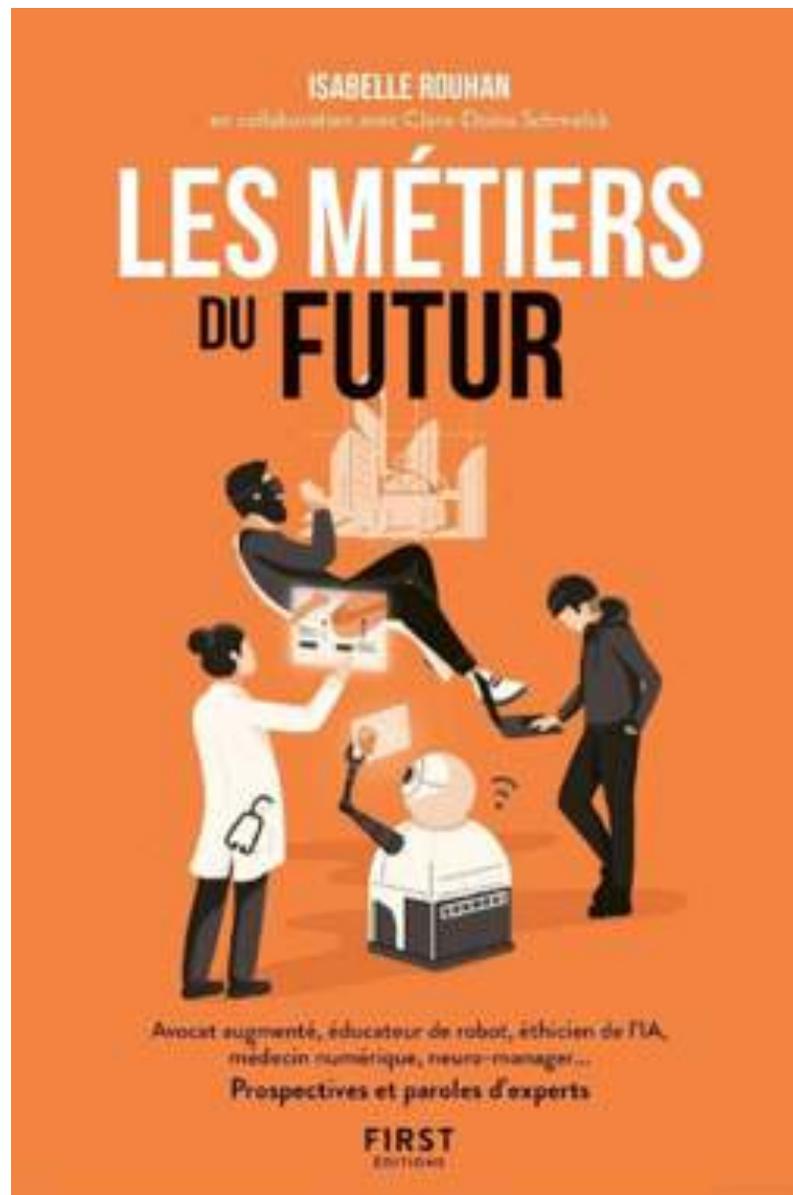
créer de la valeur

pour l'entreprise,

le client,

et l'écosystème

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« *il n'y a
pas de
planète B* »

gov ed ag water
food legal civic travel
-TECH insur
mar prop med
green fin deep
ad

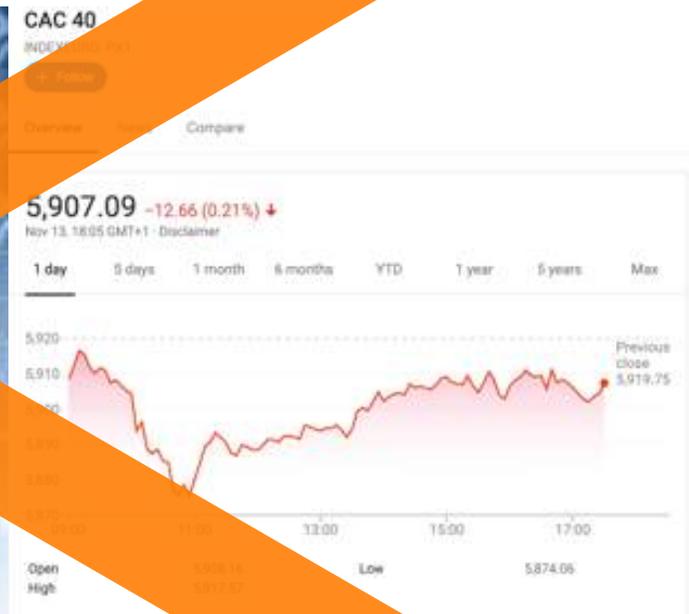
La



FRENCH TECH



La
FRENCH TECH
NEXT40



alan

BackMarket

believe.



BlaBlaCar

BLADE

Cityscoot

COFFEEHOUSE

deezer

DEVIALET

Doctolib

Devaneos

FINALCAD

FRICHTI

Home exchange

HR Path

iAdvize

ivalua

JOSTEASER

klaxoon

Ledger

ManoMano

meero

MIRAKL

october

OPENCLASSROOMS

OVH

PayFIT

r@commerce

sendinblue

Shift
Technology

sigfox

TALENTSOFT

Vade Secure

Veepee

Volubis Collective

Voodoo

wynd



youmell

G A F A *M* *S*
N A T U *B E* *Y*
B A T *X* *B D H*



Les startups infusent le monde économique

thingonomics (IOT)

GIG

expectation

new

blue

evonomics

sha | ring

micro

macro

offre

economy

neuro

gift

platform

nudge

barter

collaborative

attention

comportementale

market

NO LIMIT





intelligence

model

law

funding

sha | ring

power

crowd

marketing

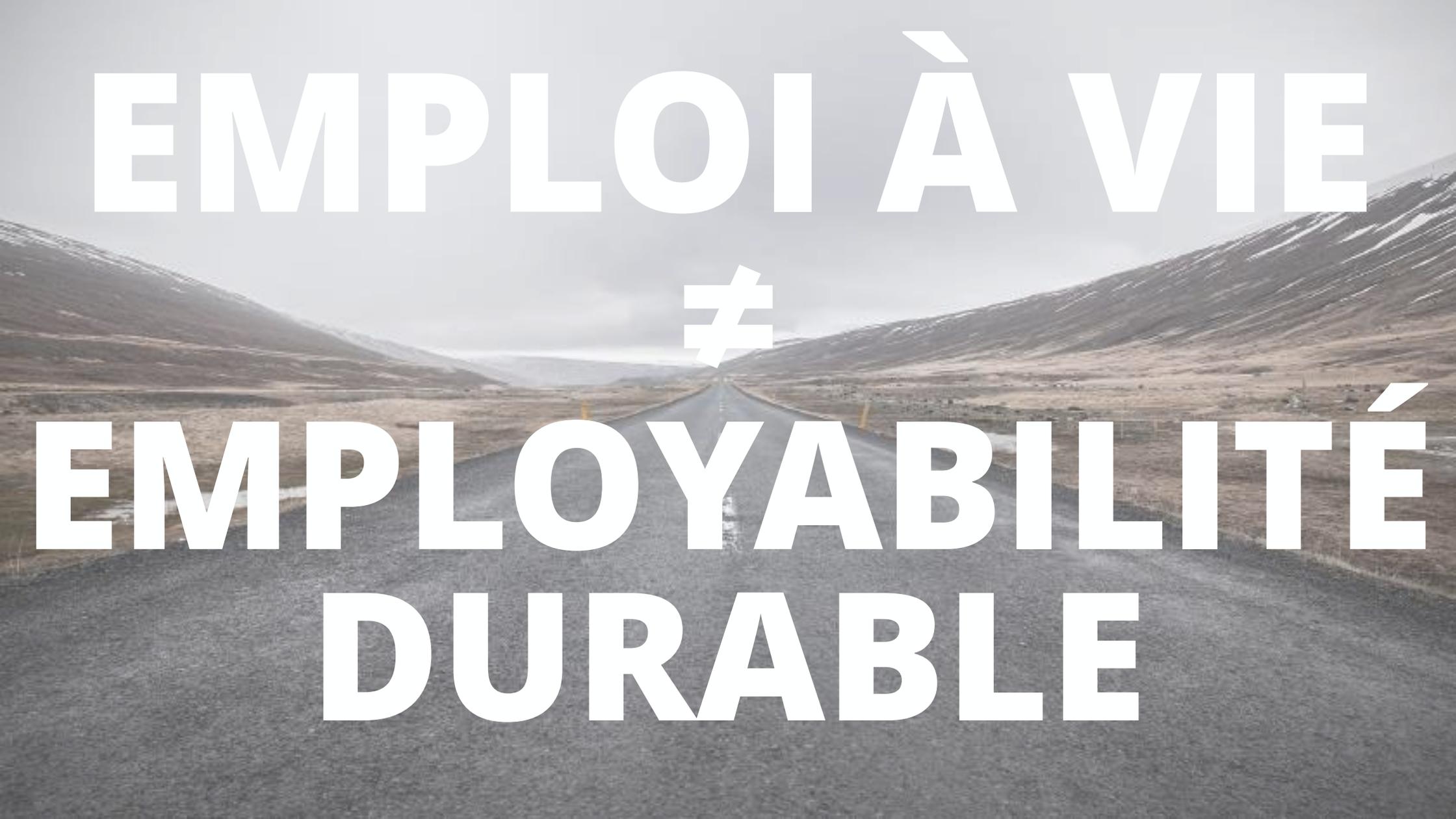
open

innovation

lending

collaboration

sourcing

A wide, straight road stretches into the distance between two hills under a cloudy sky. The road is paved and has a dashed white line down the center. The hills are covered in sparse, dry vegetation and patches of snow. The sky is overcast and grey.

EMPLOI À VIE

≠

**EMPLOYABILITÉ
DURABLE**



**85% des métiers de
2030 n'existent pas**

**une compétence
dure 18 mois**



Rapidité de changement des
technologies

18 mois

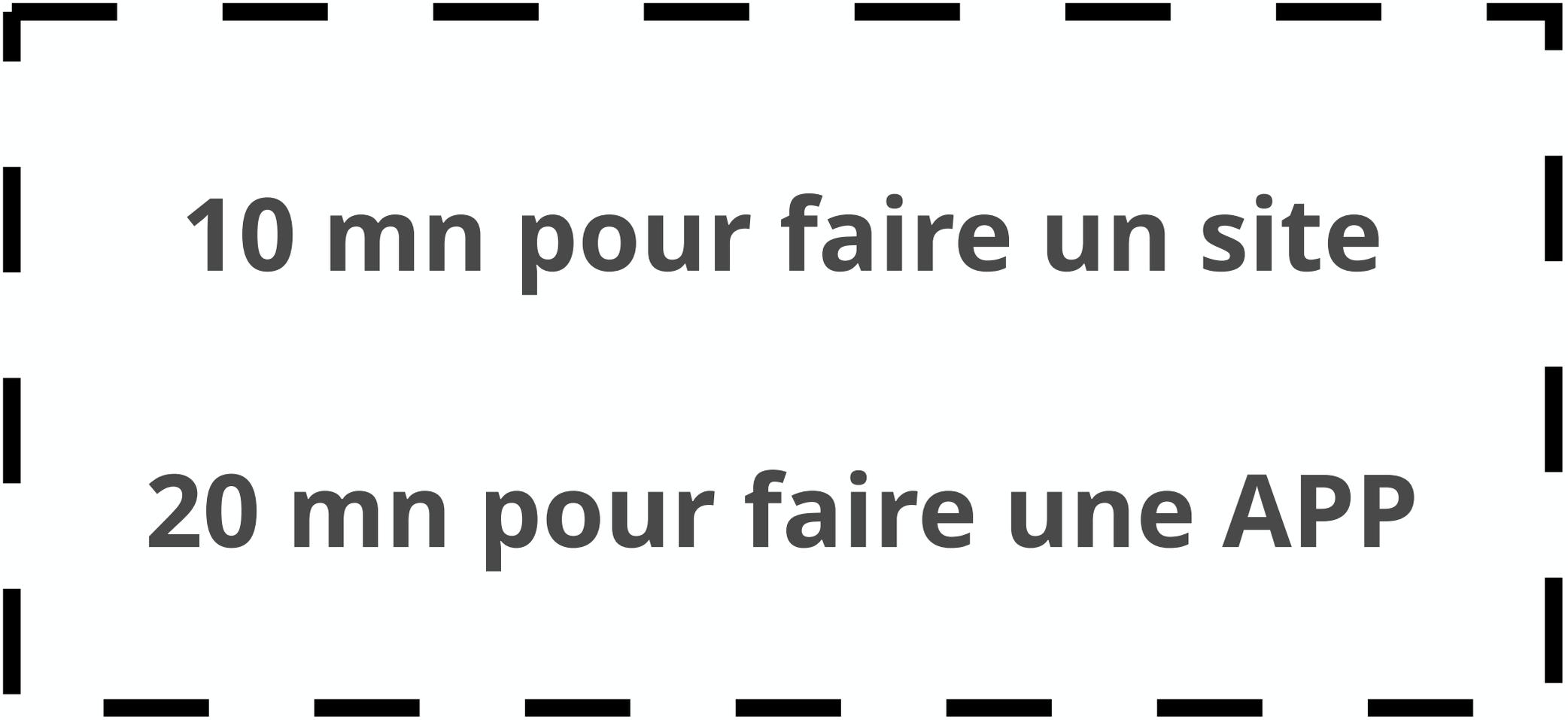
Tout n'est pas sur internet...

téléphonez
rencontrez
négocier



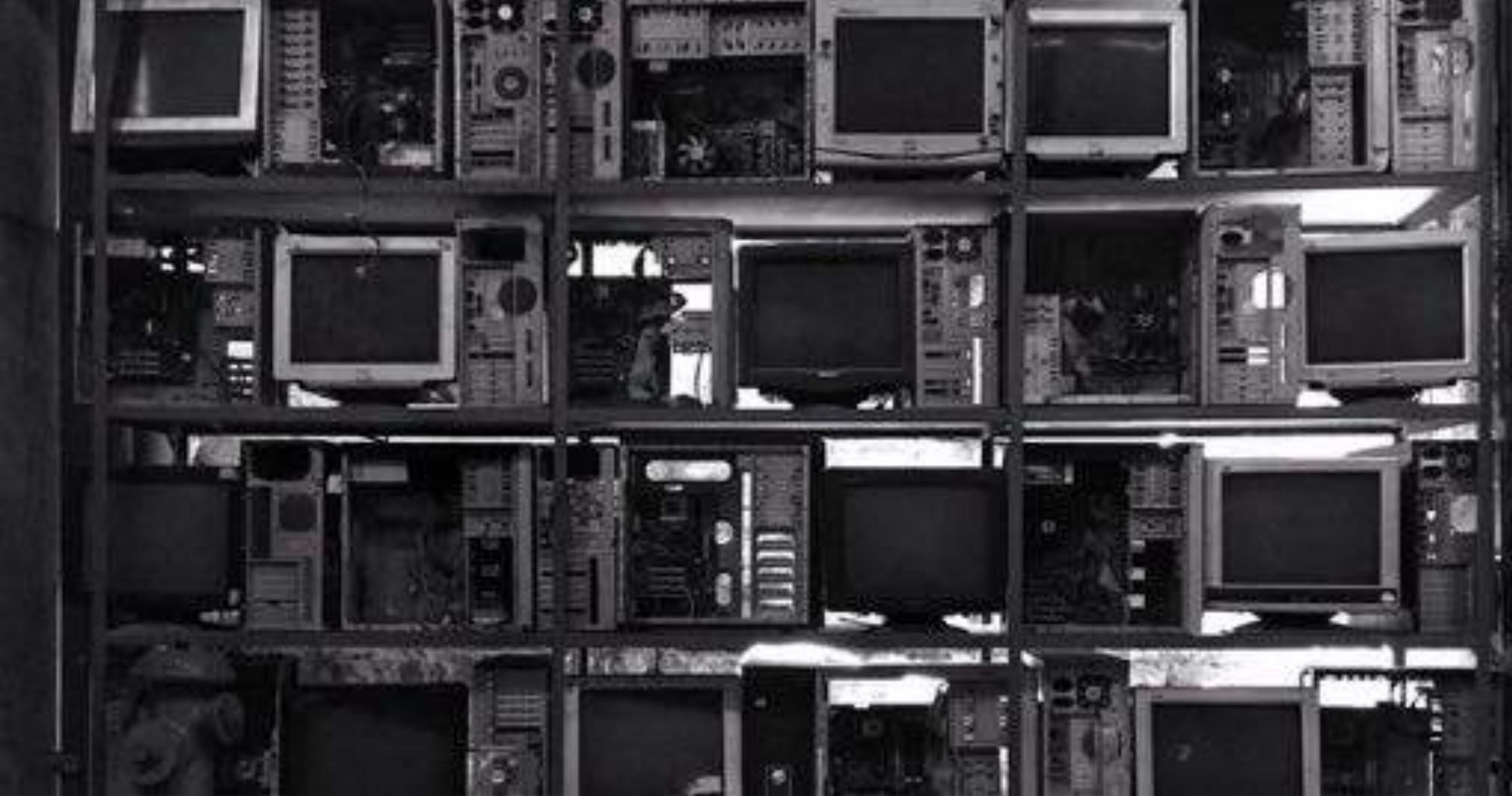
Anglais scolaire

Digital scolaire



10 mn pour faire un site

20 mn pour faire une APP

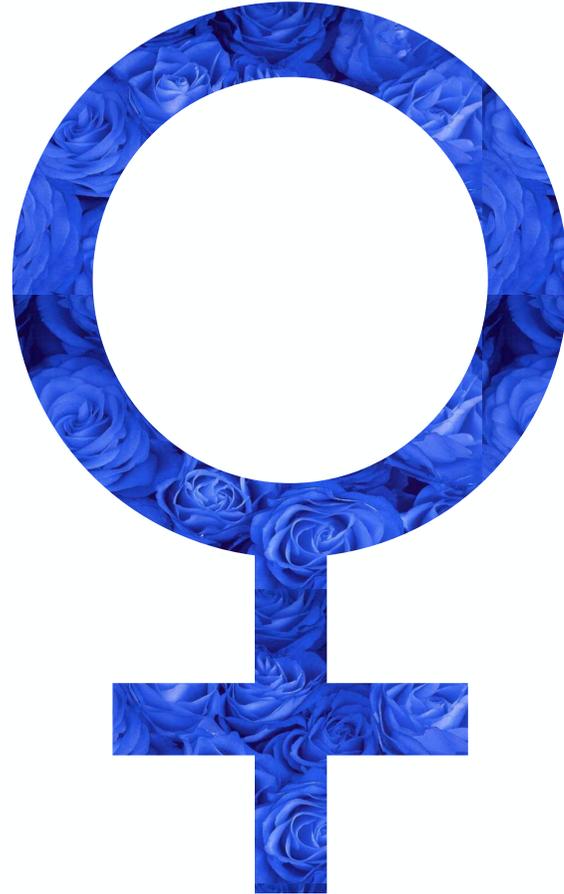


Difficulté de recrutement des talents

Offre d'emploi = **Job Board**

RH = **Talents Search**

Parcours d'Accueil = **OnBoarding**





SCIENCES - ARTS



SCIENCES - ARTS



empathie
chiffre
écriture
rapide
agilité
curiosité
adaptabilité
éthique
ouverture

généraliste
spécialiste

FULL STACK
=
PROFIL EN **T**

SCRUM
changement
multi-task



Gutenberg



Zuckerberg Sandberg



FACEBOOK
FACEBOOK
FACEBOOK

SCIENCE
DATA

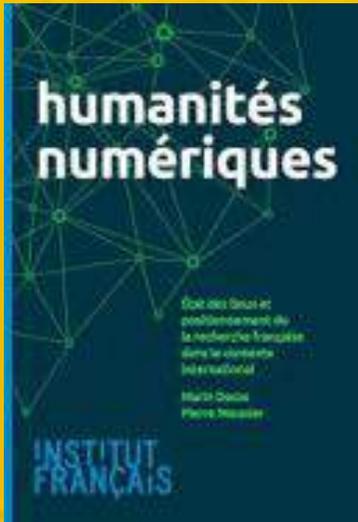
ART
STORY

Data Storytelling

PROFIL EN T

T shaped

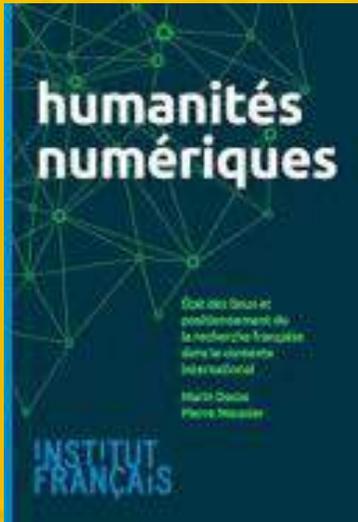
humanités
numériques
digital
humanities



PROFIL EN **T**

T shaped

humanités
numériques
digital
humanities



ALL YOU
NEED IS
LOVE



#GEN



Lost ... Greatest ... Silent ...

BabyBoomer (1940 - 1965 +/- 6 ans)

GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)

alphaGEN ? = 2008 - 2020 ?

SingularityGeneration ?? 2018 - 2030



BabyBoomer (1940 - 1965 +/- 6 ans)

GenX (1955 1985 +/- 8 ans)

GenY Millennials (1979 1999 +/- 5 ans)



GenZ Digital Natives GEN C (1994 2007 +/- 4 ans)



Home Notifications Messages Search Writer



bernard pivot
@bernardpivot1

Apostrophes, Bouillon de Culture, Double Je, Écriture, Football, Gourmandise, Homme, Interview, Journalisme, Kiosque, Lire, Mots..... Zut.

Joined November 2011

Tweet to bernard pivot

Tweets 9,249 Following 81 Followers 977K Likes 149

Following

Tweets Tweets & replies Media

bernard pivot @bernardpivot1 · 4h
Merci pour nos amis suisses d'avoir admis dans les Robert 2019 le verbe azorer (réprimander) et la calure (personne très compétente).
Translate Tweet
12 33 124 12

bernard pivot @bernardpivot1 · 4h
Je regrette l'entrée chez Robert de cosplay, queer, hoverboard, storytelling, running, etc. qui appartiennent au globish ?

bernard pivot @bernardpivot1
Le mot arrogance contient deux r, un r de mépris, un r de connerie.
07:55 - 24 mars 2016
1 024 1 204 personnes parlent à ce sujet



#GEN



bernard pivot
@bernardpivot1



Un mot nouveau, utile: illectronisme. Il désigne un état d'incapacité ou de refus d'entrer dans la connaissance de l'informatique.

[Translate Tweet](#)

7:09 AM · Jul 25, 2018 · [Twitter for iPad](#)



Secteur Passion

luxe, mode, ONG, médecine,
hospitalité, design, déco, sport...



JOB

Passion

sportif, RH, publicité, création,
juridique, finance, sport, informatique



DIRIGEANT

Passion

startup, ETI, ESN, groupe,
france, international,

Conclusion



Michel Houellebecq
La carte
et le territoire

roman

**PRIX
GONCOURT
2010**

Flammarion

ALL YOU
NEED IS
LOVE

A blurred background of a night festival or outdoor event. The scene is illuminated by warm, glowing string lights and street lamps. In the foreground, the silhouettes of trees are visible against the dark sky. In the background, a crowd of people is gathered, some standing and some sitting, creating a sense of a lively social gathering. The overall atmosphere is festive and warm.

UJK

“ Il n’y a pas d’amour,
il n’y a que des preuves
d’amour ”

“ Il n’y a pas de digital,
il n’y a que des preuves
de digital ”



VUCA

FEEL

