



International Summer Academy Global Business & Management 1-24 July 2015

*Summer in Paris,
Study Business in English*



ÍÉSEG Key Facts

2 international accreditations

After receiving **EQUIS** Accreditation in early 2012, ÍÉSEG was also awarded the prestigious **AACSB** accreditation in 2013.

223 partner universities in 58 countries

ÍÉSEG benefits from an extensive international network of highly ranked quality institutions allowing for many exchanged opportunities and a wide variety of Double-Degree programs.

83% international faculty

ÍÉSEG's academic staff reflects the high standards and international focus of the School with the majority of the permanent professors having an international background.

96%

of the permanent academic staff holds a PhD

Our professors conduct award-winning research and publish in many high-yield scientific journals. They constantly develop innovative teaching methods ensuring that the courses adapt the needs of the constantly changing business world.

3800 STUDENTS including 1300 international ones

ÍÉSEG has welcomed international students for many years and these figures are constantly increasing thanks to our strong commitment to the internationalization of the School.

Corporate connections with 2500 companies

ÍÉSEG closely cooperates with a broad array of organizations worldwide and students benefit from interacting with highly knowledgeable faculty and other leading representatives from the business world.



SUMMER ACADEMY **Key** Facts

3 International Summer programs: the International Summer Academy (1-24 July), the Postgraduate Summer Academy (6-19 July) and the International Fashion Business Summer Program (6-19 July).

551 STUDENTS

have participated in the program over the last **7** summers.

In 2014, students from **27** nationalities joined from **24** different countries.

17 courses offered,
by faculty from **12** different countries

Up to **12**
transferrable ECTS credits



"Grab the chance to learn more about yourself, expand your perspective, your network and add an attention getting asset to your CV!"

Marta Marcheva, Ph.D
Head of International Summer Academy



BUILD GLOBAL BUSINESS SKILLS IN **A FASCINATING CITY**

IESEG School of Management is holding its **International Summer Academy in Paris** for college and university juniors, seniors and recent graduates. This program is a unique opportunity to build critical business skills and study first-hand international Business and Management in one of the most exciting cities in the world.

Give an international twist to your academic life !



"It is not only a one-month holiday in the most beautiful city, but also an investment in your future."

Lyzat MUSSABAYEVA

International Academy of Business,
Kazakhstan - ISA 2013



"After attending IESEG, I now have a global network of new friends and a significant advantage in my studies back home. The IESEG Summer Academy was a truly life-changing experience and taught me so many valuable lessons, both inside and

outside of the classroom. If you are ready to immerse yourself in a multicultural environment, make friends with people from virtually every continent and learn about business in the heart of Europe's largest business district, then you will enjoy the IESEG Summer Academy as much as I did!"

Thomas VAN DEN HOOGEN

McGill University, Canada - ISA 2012





Benefits & Discovery

Main benefits

The best way to spend the summer: discover Paris, expand your academic horizons, build an international network of friends and professors, experience the French way of life and get an insight into global business from top faculty, in one the best business schools in France.

- > A 4-week intensive program in English
- > For undergraduates and recent graduates
- > To acquire knowledge, develop critical business skills, gain confidence to reach goals and excel in a global professional context
- > Small-size classes give students the opportunity to participate actively and to create lasting friendships, as well as to get to know their professors in a more privileged manner
- > IÉSEG's Paris-La Défense modern campus is located in the heart of Europe's largest business district



"I don't know where to begin: the superb accommodation, the dream campus location, the fantastic professors and coordinators, the interesting courses or the multicultural group? I couldn't have asked for more! This really was an opportunity of a life time and I couldn't be more grateful to have been a part of it."

Katherine Li

University of Queensland, Australia
ISA 2011



"The biggest benefits of participating were the academic knowledge I have acquired and the contacts I have made. It really helps you thinking globally for either academic or professional choices. IÉSEG Summer Academy is unique to each student. You choose the subjects you are going to take and make it personal. More than that, the international environment totally opens your horizons and broadens your network."

Victor SILVA PINTO

Federal University of Bahia, Brazil
ISA 2012

Courses

All courses are taught in English. ECTS credits obtained are transferrable.

- > Marketing Communication
- > Introduction to International Negotiation
- > Global Business Organization
- > Managing Luxury Brands
- > European Integration: Mechanisms, Implications and Perspectives
- > International Human Resources Management
- > Global Commodity Markets
- > Corporate Diplomacy
- > Intercultural Communication
- > Influencing People and Creating Change
- > Doing Business in Emerging Economies
- > Market Research Survey
- > International Financial Markets and Derivatives
- > The economics of Risk: an Introduction
- > French Language, in 4 levels, from Beginner to Advanced

Extra-curricular activities

Planned excursions and activities will allow students to get to know one another outside of the classroom, in iconic Parisian sites such as the Opéra Garnier, the Champs de Mars garden by the Eiffel Tower, or during a Seine river cruise or cooking class.

Mix and share! ... during our Welcome Lunch, Ice-Breaking Picnic, Bastille Day Fireworks Viewing Party, International Evening and Closing Ceremony Cocktail.

Hospitality & Services

Our comprehensive hospitality package includes

- > Accommodation in single rooms, with individual bathroom, for the whole month of July (Jun. 30 to Jul. 30).
- > An IÉSEG student card granting access to campus facilities, and offering discounts in selected venues (museums, cinemas, theaters...)
- > A diverse extracurricular activity program of planned excursions and other activities

Tuition & Scholarships

Tuition

		Contact hours	ECTS credits	Fees
International Summer Academy	Topic-based courses	76	8	€1,200
	French-language course (optional)	30	4	€540
	Hospitality package			€1,250
	Administration fee			€200
	Total			€2,650 (without the French language course) or €3,190

Total fees include all in-class teaching, all course materials, and an official transcript in ECTS format.



"I particularly enjoyed the level and breadth of courses offered, plus the situation of the campus in the central business district was impressive. There were also several extracurricular activities, which enhanced the experience and gave a further insight into Paris."

Alexander EZEDIN

University of Nottingham, UK
ISA 2013

Merit-based scholarship opportunities

IESEG offers a limited number of scholarships, covering between 25% and 50% of the topic-based courses tuition. Students are encouraged to apply.

> No financial documentation required.

Deadline: May 1, 2015.

> To find out more: summer@ieseg.fr

How to apply to the International Summer Academy?

The program is open to:

- > College and university juniors and recent graduates
- > From all disciplines
- > With a strong interest in current global issues
- > With a good command of English

Admission is based on students' online application available at <https://application.ieseg.fr/> and the examination of the required documents.

Deadline: May 15, 2015



For more info: summer@ieseg.fr
Students from China and Taiwan may contact Marc Porto at the IESEG China Office: chinaoffice@ieseg.fr

New Summer Opportunity

International Fashion Business Summer Program 6-19 July 2015

Learning Objectives

This exciting Summer Program in **International Fashion Business** combines theoretical study with hands-on experience from brands in the apparel industry. Students will learn basic knowledge in all of the key areas associated with the fashion business including brand development and positioning, marketing, distribution, advertising, and consumer behavior.

Course Design

Each module contains a mix of lectures from both academics and professionals in the field. They are designed to develop the intellectual ability of students through the understanding of the principles and practices of fashion business and their application in connection with the apparel and luxury goods industry.





Week 1 (July 6-12)

The **“Introduction to Fashion Management”** module will provide participants with a basis of fundamental managerial tools and with the necessary conceptual framework to understand and follow contemporary fashion languages and trends. Throughout the course, students will gain an understanding of how the fashion industry is structured, learning what the different business models and categories are, and studying best practices in terms of marketing and operational strategies. Finally, students will learn how to successfully interpret current trends and understand consumer needs.

Week 2 (July 13-19)

The **“Fashion Communications”** module will have students engaging in a critical analysis of this deeply image oriented industry viewed from multiple perspectives – advertising, public and press relations, event management, and multichannel forms of communication. The primary objectives of the course are to highlight the importance of using communication tools to create an image of a consistent brand, to skillfully use visual and writing techniques; and to develop the necessary strategies to communicate in the dynamic and innovative environment that defines the nature of fashion. Case studies will help participants understand how traditional communication strategies can complement technologically creative ones in order to develop more interactivity and consumer engagement.

Tuition

		Contact hours	ECTS credits	Fees
International Fashion Business Summer Program	Topic-based courses	40	6	€1,400
	Hospitality package			€800
	Administration fee			€200
	Total			€2,400

Total fees include all in-class teaching, all course materials, and an official transcript in ECTS format. Hospitality package includes single-room accommodation, Paris transportation pass, and diverse extra-curricular program.

To find out more: summer@ieseg.fr
Deadline May 15, 2015

Also at IÉSEG

Postgraduate International Summer Academy, Responsible & Sustainable Management 6-19 July 2015

The 2-week intensive program intends to train the next generation of global leaders to create a more prosperous and sustainable economy.



Learning objectives

- > To understand the complexities involved in establishing a responsible, yet prosperous corporate environment
- > Students will be given a comprehensive overview of the sustainability movement in the global context, change management strategies, and methods to integrate environmental and social issues at the operational level

Course design

- > Through hands-on interaction with high-profile international academics, corporate professionals and guest speakers
- > A balanced combination of lectures, corporate visits, case studies and workshops
- > 2 intensive courses taught in English. 40 contact hours. Granting 6 ECTS credits
- > Academic topics: **Responsible Manager & Change Management ; Achieving Sustainable Growth Using a Triple-Bottom Line Approach.**

Prerequisites

Basic notions of corporate strategy, a critical mind and awareness of current global issues

Partner companies

- > GDF Suez
- > Dell
- > Microsoft
- > Danone
- > LCL...

Extracurricular activities

- > Seine River cruise
- > Opéra Garnier guided tour
- > Cooking class
- > Welcome lunch
- > International Evening, and more, jointly with the Summer Academy undergraduate students



"I gained knowledge from both courses, and the quality of teaching left me to re-evaluate my short/long term goals. The campus was incredible, great location and amazing staff running the show. Do not think twice and participate in the course!"

James Desilets

Queensland University of Technology, Australia, 2013

Tuition

		Contact hours	ECTS credits	Fees
Postgraduate International Summer Academy	Topic-based courses	40	6	€1,400
	Hospitality package			€800
	Administration fee			€200
	Total			€2,400

Total fees include all in-class teaching, all course materials, and an official transcript in ECTS format.

Hospitality package includes single-room accommodation, Paris transportation pass, and diverse extra-curricular program.



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