



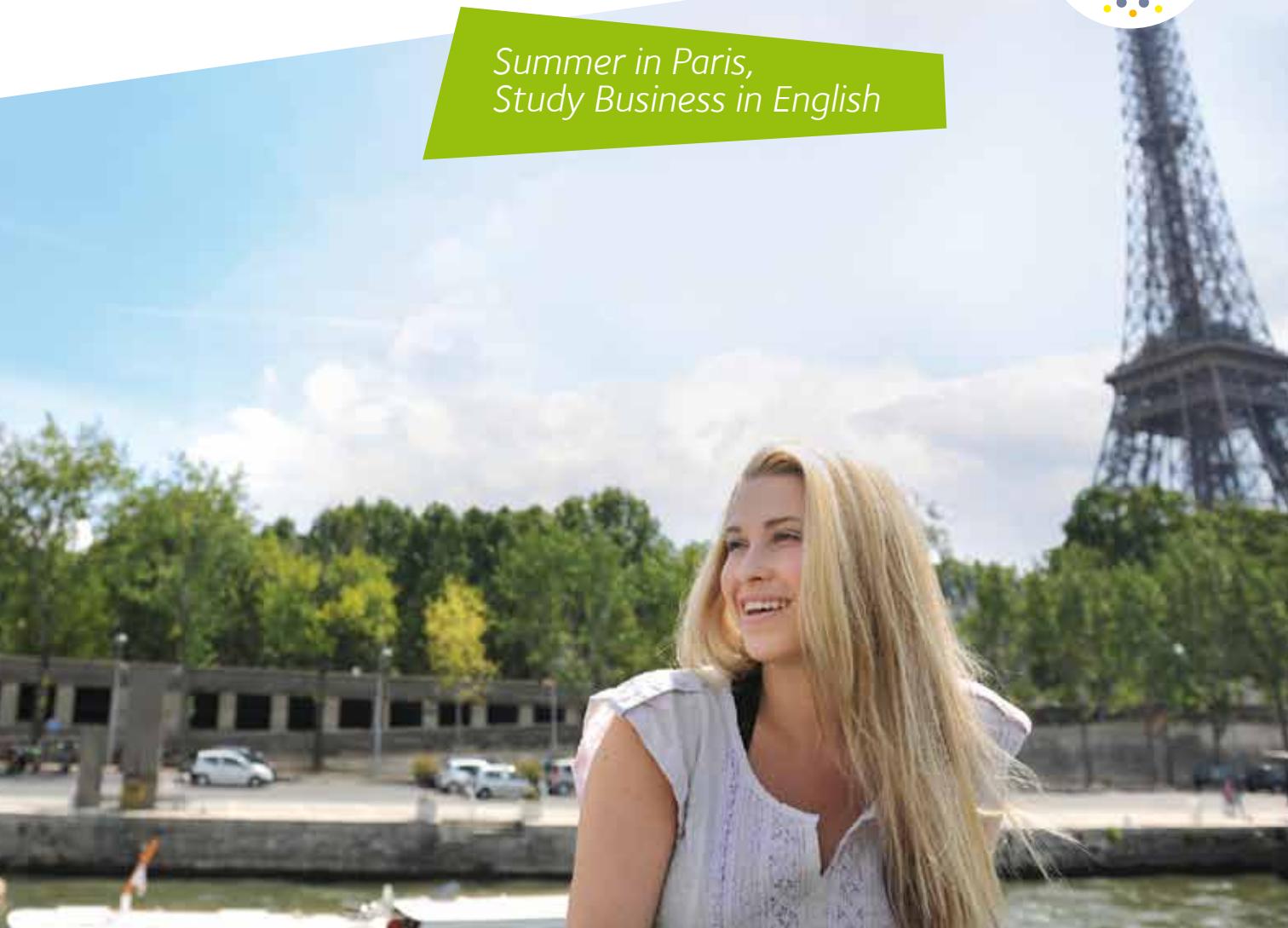
IESEG
SCHOOL OF MANAGEMENT

7th International Summer Academy

July 1-28, 2014
Global & Business Management



*Summer in Paris,
Study Business in English*



IESEG Key Facts

2 international accreditations

After receiving **EQUIS** Accreditation in early 2012, IESEG has been awarded the prestigious **AACSB** accreditation in 2013.

215 partner universities in more than 50 countries

IESEG benefits from an extensive international network of highly ranked quality institutions worldwide, which enables a large variety of choice for exchange possibilities and a variety of dual-degree programs.

82% international faculty

IESEG'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 the best international scientific journals. They constantly develop innovative teaching methods and ensure that courses are updated to meet with needs of the real, ever-changing business world.

3400 STUDENTS

around 1000 international students

IESEG 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

IESEG 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

2 International Summer programs:
the Summer Academy for undergraduates (1-28 July) and the
Postgraduate Summer Academy (1-16 July).

461 STUDENTS

have participated in the program over the
last **6** summers.

In 2013, students from **27** nationalities joined from **24** different countries.

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

Up to **12**
transferrable ECTS credits



"My summer students always come with spirit of youth, sharp and critical ideas, and a wide open mind. As a professor, the Summer Academy is a gift of the year. I see them learn, build up their network, and exchange with classmates from all over the world. What could be more exciting and enriching?"

Viviane CHEN
Professor of Marketing



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

IESEG School of Management is holding its **7th 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."

Lyazat 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





7th International Summer Academy in Global Business & Management: July 1-28, 2014

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 of 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 lifetime 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 think 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

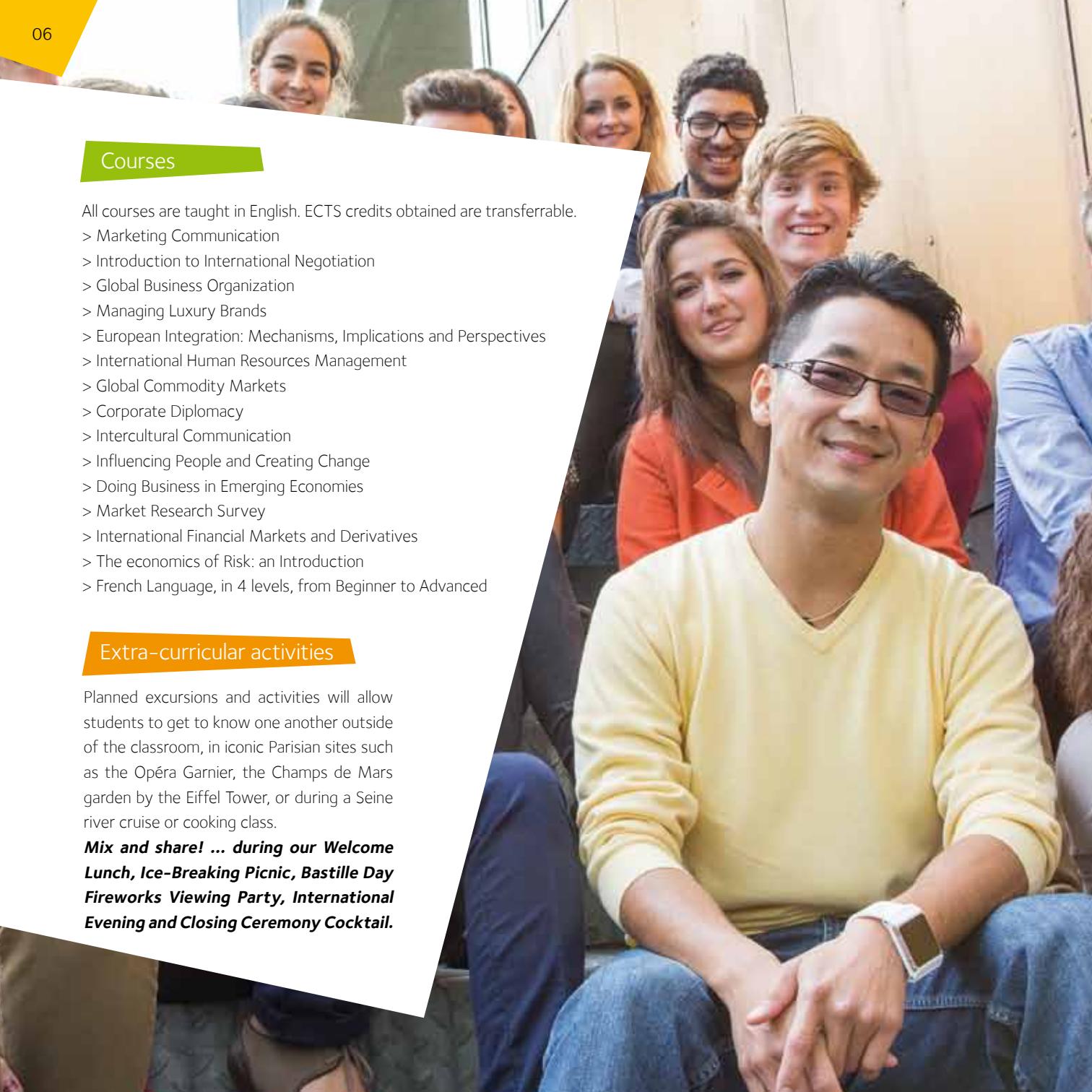
All courses are taught in English. ECTS credits obtained are transferrable.

- > 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 duration of the program (Jun. 30 to Jul. 30). Our high-standard residences are located within proximity of the campus or accessible by simple commute
- > A transportation pass for the month of July
- > 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

Services

- > Our modern Paris campus features lecture halls, classrooms, computer labs, a library, a cafeteria. Wifi access is available throughout the school
- > A multilingual staff offers support and assistance
- > Tourist information available on campus

Tuition & Scholarships

Tuition

		Contact hours	ECTS credits	Fees
International Summer Academy	Topic-based courses	76	8	€1,200
	French-language course (optional)	33	4	€600
	Hospitality package			€1,300
	Administration fee			€200
	Total			€2,700 to €3,300

Total fees include all in-class teaching, all course materials, and an official transcript in ECTS format. Possibility to take an optional course : 'Paris as a Global City', 37,5 hours, 3 US credits, fee of €500.

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.

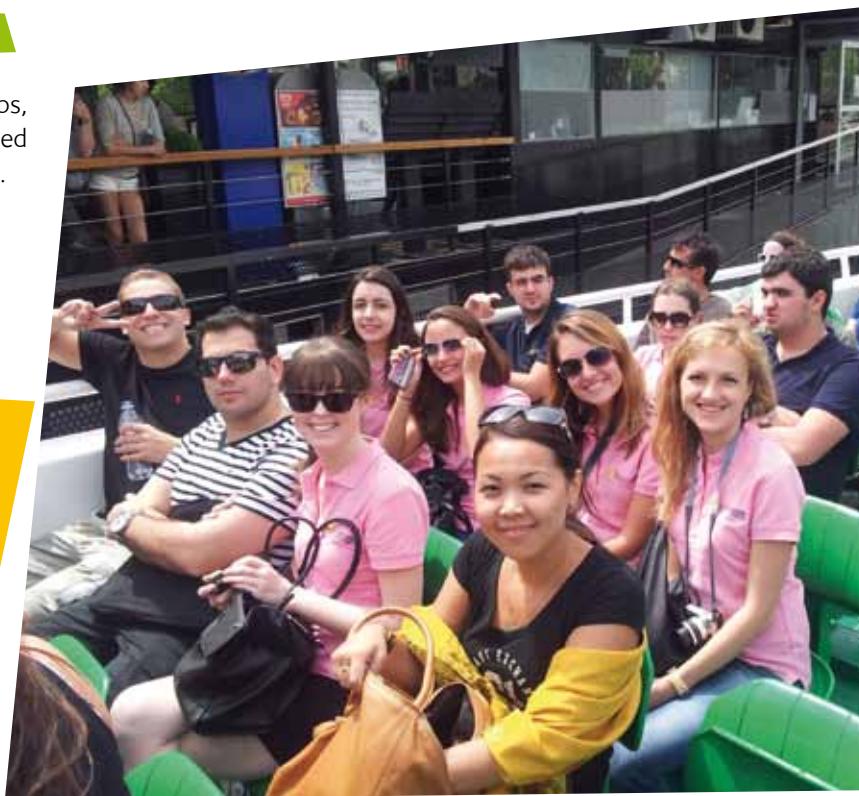
Deadline: May 1, 2014.

> To find out more: summer@ieseg.fr



"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



How to apply to the International Summer Academy?

Admission requirements

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

Application process

Admission is based on students' online application available at <https://application.ieseg.fr/> and the examination of the required documents. Accepted candidates will be notified from April 2014.

Application deadline

• May 15, 2014

For more info: m.porto@ieseg.fr

Students from China, Hong Kong, Macau and Taiwan may contact Marc Porto at the IÉSEG China Office: m.porto@ieseg.fr

Also at IÉSEG

3rd Postgraduate International Summer Academy, Responsible & Sustainable Management July 1-15, 2014

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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