



# INSEEC

## SUMMER SCHOOL

### DOING BUSINESS IN EUROPE

4-WEEK PROGRAM IN ENGLISH

JUNE 19-JULY 13, 2017

6 US credits - 12 ECTS

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#### **CHAMONIX: The World Capital of Mountaineering**

A cable car trip will take you up to the Brevent Summit to admire the highest summits in the Alps, offering spectacular views of the Swiss, French and Italian Alps.

## HAVE YOU EVER EXPERIENCED STUDYING IN EUROPE?

INSEEC Chambéry Campus, located in the heart of the Rhône-Alpes Region, provides you with an exceptional opportunity to combine both advanced quality academic learning and a memorable French cultural experience.

## INSEEC CHAMBÉRY CAMPUS GRADUATE SCHOOL OF BUSINESS: AN EXCEPTIONAL GEOGRAPHICAL LOCATION IN SAVOIE!

Close to Switzerland, Italy and Germany.

- In the heart of the Rhône-Alpes Region: 2nd economic region of France, 6th region in the European Union.
- In the Technopole of Savoie Technolac, between Chambéry and Aix-les-Bains, Savoie Technolac's main purpose is to create synergies between innovative companies, research laboratories and scientific and technical training institutions: 230 companies, 19 research laboratories and 10 support structures for economic and technological development.
- At the foot of the Alps, on the shores of France's largest natural lake.

## A MEMORABLE SOCIAL AND CULTURAL EXPERIENCE

- Meet French professionals for tailor-made conferences.
- Enjoy the pleasure of wine tasting at a local wine producer's.
- Challenge your cooking talents and become a specialist in French cuisine with our special cooking class.
- Visit Chambéry with a professional guide.
- Join day-trips to Geneva, Turin and Chamonix.

## ACCOMMODATION

Located near the centre of Chambéry, the residence provides modern, fully furnished, self-catering apartments, including broadband internet connection.

Shops, cafés and bars in the historical centre are within easy walking distance.

There are national festivals and music events at this time of the year.



**TURIN: The flourishing Capital of the Piémont Region**  
You will have the opportunity to visit the MARTINI ROSSI company in the industrious city of Northern Italy

**GENEVA: The multicultural and cosmopolitan city**  
Visit a major institution :  
The United Nations Office in Geneva.

## INTERESTED TO KNOW ABOUT EUROPEAN BUSINESS?

Our Summer School aims at developing the students' academic knowledge and professional skills around one major topic: **"Doing Business in Europe"**.

### A FOUR-WEEK PROGRAM: JUNE 19-JULY 13, 2017

#### Introduction to the European Union & Contemporary Issues

**OBJECTIVES:** Give a general idea of Europe's organization and its socio-economic roles. Understand business stakes in Europe through various professional experiences.

##### COURSE DETAILS

- Europe's history and geography.
- Europe's economy and society in general + some examples of European countries.
- Work environment in Europe.
- Debate on the future of Europe - business perspectives and work opportunities.

#### Managing Business Operations in Europe

**OBJECTIVES:** In view of managing and succeeding an M&A in the EU, this course gives in-depth understanding of the European Union mechanisms and economic environment. It provides the students with the tools to know the 4

European zones, their strengths and weaknesses, their cultural features, and their strategic opportunities for foreign investors.

##### COURSE DETAILS

- The major characteristics of the European Union.
- European M&A analysis.
- Intercultural management.

#### French Instruction and Culture

**OBJECTIVES:** This course will enable students to start or improve their language skills in French. It is specifically designed to help them acquire basic language abilities and essential communicative skills according to their level.

##### TEACHING METHOD

In class, emphasis is placed on oral practice and interactive learning activities in a real life approach to the language.

It will include simple routine tasks, common polite phrases and exchange of information in order to help students develop their communication skills in daily life situations.

#### European Trends in the Tourism Industry

**OBJECTIVES:** This course will further advance the students' knowledge of trends within the tourism industry with an emphasis on Europe. Students will learn to appreciate the links between trends and foreseeable changes in the tourist population. Studies will cover destination development, trending destinations in Europe such as resorts, winter and summer sport(s), outdoor recreation and heritage attractions.

##### COURSE DETAILS

- Explain the unique challenges of tourism and hospitality in Europe.
- Present an understanding of the historical developments in travel and tourism in the region.
- Provide students with an understanding of the environmental, socio-cultural, and economic impacts of travel and tourism.

#### Ethical Issues in Contemporary Business Management

**OBJECTIVES:** Students will acquire a working understanding of what is meant by 'ethics', 'morality' and 'values'. They will gain an increased awareness of their own ethical decision making levers and processes, and appreciate the role and importance of 'ethics' and 'values' in both company activities and in individual and group decision-making.

##### COURSE DETAILS

This course encourages students to reflect on ethics, morality and values, and their role in decision-making in companies today. They will evaluate different types of company behaviour and apply some of the different tools, measures and initiatives in practice to promote ethically and socially responsible decision-making, so gaining an increased awareness of the role of ethics in individual and corporate behaviours and practices.

An indicative programme is as follows:

- Introduction to 'ethics' and 'business ethics'
- Ethics and morality; Ethics and values
- Understanding business ethics
- Determinants of ethical behaviour
- Ethical behaviour in business – case study examples
- Discussions on day-to-day ethical issues
- Selection of tools for responsible and ethical managers
- Focus on business examples within purchasing function.

## APPLICATION

The program is open to:

- Undergraduate and graduate business students.
- Native and non-native English speakers (proficiency level: IELTS 5 or equivalent).

Further information and online application form are available at [insec.education/summer-school/](http://insec.education/summer-school/)

**Deadline for registration: May 15, 2017.**

## PROGRAM COST

4-WEEK SESSION (JUNE 19-JULY 13, 2017)			
Program Cost (Early bird price)		Program Cost	
Cost	Until	Cost	As of
€2,400	March, 31 <sup>st</sup> 2017	€2,700	April, 1 <sup>st</sup> 2017

## CONTACTS

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## OUR MISSION, OUR VALUES

The mission of INSEEC Chambéry Campus (Graduate School of Business) is to meet the rising needs of both students and companies for global managerial skills.

Through innovative and challenging programs, we are committed to developing our students' critical thinking, audacity and entrepreneurial spirit which will help them in their future professional careers.

This will enable us to provide companies with competent, top-rate, operational graduates.

We can rely on a highly qualified teaching staff which ensures continual improvement of our academic curriculum through active research in management science and also on a wide network of international partner universities fostering student and faculty exchanges.

## INSEEC: CAMPUSES IN EXCEPTIONAL CITIES

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INSEEC IS MEMBER OF:

