

# INTERNATIONAL SUMMER PROGRAM

Doing Business in Europe  
A cross-regional and multi-sectoral approach



# INTERNATIONAL SUMMER PROGRAM

## STUDY BUSINESS IN FRANCE



The International Summer Program offered by the IAE Gustave Eiffel and the IAE Lyon provides the opportunity to gain an in-depth understanding of business within Europe over a three-week period in Paris and Lyon. Its distinctive feature is to offer participants the chance to study Business in the two major French Cities in a multicultural setting.

The Program combines management courses and company case studies with a cross-regional approach between two European business hubs and a multi-sectoral perspective between agro-food, automotive and luxury industries. It also provides time for sightseeing and exploring the two regions. Courses are taught in English by highly-qualified and experienced faculty and outside experts.



## PARTICIPANTS

The program is targeted to undergraduate Business School Students who want to obtain a comparative approach of the European business environment and live a true international experience.



## PROGRAM

### > DESIGN

The program includes 48 hours of undergraduate courses in Management along with company visits, case studies and cultural activities in Paris and Lyon.

COURSES	LOCATION	HOURS	ECTS CREDITS
Cross Cultural Management	Paris	3	
France in the EU	Paris	3	
EU Macroeconomic Policies and Issues	Paris	3	
Economic Sectoral Analysis	Paris	3	
European Innovation Management	Paris	12	
European Marketing	Lyon	12	
European Strategic Development	Lyon	12	
<b>TOTAL</b>		<b>48</b>	<b>12</b>



### > EVALUATION

Participants are required to take all courses offered to obtain 12 ECTS (European Credits). Academic transcripts listing the grades and credits received are given to each participant. Evaluation is based on classroom participation, short tests or written exams, oral reports, project work.

## BENEFITS TO PARTICIPANTS

- > A unique combination of two exceptional settings in France
- > Two renowned and dynamic University Schools of Management
- > The opportunity to be part of a multicultural classroom
- > The opportunity to study Business Courses in English in France with Company case studies & visits

## THE COMPANY VISITS

Business sites' visits will be organized both in Lyon and in Paris to complement business courses. They provide an insight in France's industrial environment with a focus on four activity sectors : automotive, luxury, agro-food and entertainment.

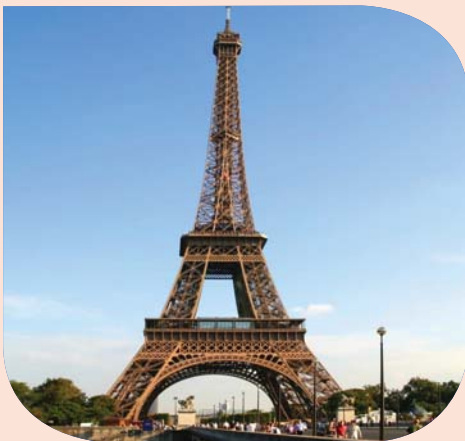
## THE CULTURAL ACTIVITIES

Cultural activities allow participants to be immersed into French culture and discover different ways of life and local traditions. They range from city tours to socio-cultural events and create group dynamics.

## WHY PARIS AND LYON ?

### > LYON: One of Europe's most attractive cities

- > Listed by UNESCO and 2d largest in France
- > High quality of life : France's Capital City for Gastronomy, Gallo-Roman Heritage and Italian architecture, very lively river-banks, buoyant cultural life
- > Total student population of 115,000 including 12,000 international students
- > Excellent transportation connections : 2 hours away from Paris, the South of France and major European cities
- > Home to internationally renowned companies and leading competitive clusters in the chemical, pharmaceutical, automotive, financial and IT sectors.



### > PARIS: France's Capital City

- > Famous City for the beauty and variety of its monuments
- > Capital of the arts, extraordinary collection of landmarks that take back in time
- > Theatre, music, exhibitions, popular celebrations and fireworks, festivals of all kinds.
- > The City with the highest concentration of higher education students in all of Europe.
- > The largest economic urban area in the European Union and the capital of luxury.

# INTERNATIONAL SUMMER PROGRAM

## PROGRAM COSTS

Tuition : 2,000€ (tbc) \*

Activity Fees: 300€ (tbc)

Additional Costs: Travel, accommodation and meals expenses will be supported by participants

*\* Please note that tuition are charged for non-exchange students.*

## HOW TO APPLY ?

- > Application form to be downloaded at :
- > Letter of Statement
- > Proficiency in English

Please note that specific conditions apply to exchange students from Partner Universities.

Application deadline : April 2013 (tbc)

