



**IESEG**  
**SUMMER PROGRAMS**  
**JULY 2020**

**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY



AACSB  
ACCREDITED



AMBA  
ACCREDITED

# International Summer Academy

July 6th to 31st 2020

- 100 contact hours awarding 12 ECTS credits
- 4-week session on Business & Management
- For undergraduate and young graduate students from all disciplines
- All courses are taught in English and are combined with optional Intensive French language courses
- Enjoy extra-curricular activities to discover the Parisian way of life

- 2 UFR courses

submit applications to:  
wendy.febb@uregina.ca  
before 9:00AM on Jan. 30, 2020

• [summer@ieseg.fr](mailto:summer@ieseg.fr)

# International Summer Academy

- Week 1 (July 6<sup>th</sup> to 10<sup>th</sup>)
  - European Integration: Adam STEINHOUSE (UK)
  - Digital Marketing Strategy (from Digital Marketing Summer Program)
  - Managing Innovation: Ghassan YACOUB (IESEG – to be confirmed) (from Entrepreneurship Program)
  - Experiential Marketing: Trish RUBIN (USA)
  - Managing cross-cultural differences: Marta VAZQUEZ (IESEG)
- Week 2 (July 13<sup>th</sup> to 17<sup>th</sup>)
  - Economic Development and Globalization: Otaviano CANUTO (Brazil)
  - Emotional Intelligence/Soft Skills: Benoit CHALIFOUX (UQAM – Canada)
  - International Business: Renee KIM (Hanyang University – South Korea)
  - International Trade/Economics: Rodolfo HELG (LIUC – Italy)
- Week 3 (July 20<sup>th</sup> to 24<sup>th</sup>)
  - A unique Approach to Cross-Cultural Management: Benoit CHALIFOUX (UQAM – Canada)
  - Practical Business Negotiation Skills: Chavi CHEN (IESEG)
  - Corporate Communication: Carolina QUIXADA (Brazil)
  - Innovation Management: Nada SOUDI (ISCAE – Morocco)
- Week 4 (July 27<sup>th</sup> to 31<sup>st</sup>)
  - Communication and Conflict Management Skills: Chavi CHEN (IESEG)
  - Sponsorship Marketing of Global Sport: Curt HAMAKAWA (WNEU – USA)
  - Business and Human Rights: Timothy WEBSTER (Case Western Reserve University – USA) (to be confirmed)
  - Recent Management Issues Sharing Economy: Hee-Dong YANG (Ewha Womans University – South Korea) (to be confirmed)

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## Extra-curricular Activities



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# What we did last year (2019)

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## FBSP:

- Seine River Cruise
- International Evening Party
- Ecole Lesage
- Yves Saint Laurent Museum
- Perfume Museum

## ISA:

- Seine River Cruise
- International Evening Party
- Paris Districts Guided Walks (Montmartre, Marais, Secret Passages, Street Art (XIII))
- Perfume Museum
- Versailles Gardens
- Cheese Tasting
- Pâtisseries Tour
- Opera Garnier

# What we hope to do this year

## COMMON ACTIVITIES:

- Orientation lunch
- Bâteaux-Mouches
- International Evening (July 6th)
- Closing Ceremony

## ELECTIVE ACTIVITIES:

- Guided tours of Paris' districts
- Opéra Garnier
- Château de Versailles
- The Fragonard Museum
- Bakery class
- Wine and Cheese testing
- French Gastronomy class
- Day at Mont-Saint-Michel
- Day at Disneyland
- Orsay Museum
- Louvre



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## \* Housing

### Campuséa Grande Arche and Rose de Cherbourg

- Website Grande Arche:  
<https://www.campuséa.fr/en/residence/153161> — 10 min walk.
- Website Rose de Cherbourg:  
<https://www.campuséa.fr/en/residence/222405> — 15 min walk.
- 5-10 min walk from the school (10-15 min).
- Single and private apartment (15m<sup>2</sup>) with bathroom and kitchen
- Free Wi-Fi
- Bed linen, bathroom towels, cleaning kit and kitchen kit (plates, cutlery, pan, etc.) provided
- Access to a shared kitchen, laundry room, study room, fitness room, etc.
- Check-in: July 5<sup>th</sup> 2020
- Check-out:
  - 2 week programs: July 18<sup>th</sup> 2020
  - 4 weeks program: August 1<sup>st</sup> 2020



\* Not the same housing as UofR students had for 2019.



## Programs Fees includes

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- All-in class teaching & course materials
- Access to all university facilities
- An official IESEG transcript and certificate
- Housing Package: Accommodation in single rooms with private bathroom including apartment amenities (free Wi-Fi, common areas, etc.)
- Extra-curricular activities