



SUMMER PROGRAM



CREATIVE THINKING MAKES THE DIFFERENCE*

*La créativité fait la différence



The purpose of the Undergraduate Summer Program (entirely in English) is to introduce students to the constituent elements of French and European Management, Marketing, and Management of Luxury. It also offers a comprehensive panorama of the European Union and its institutions.

This four-week program provides a variety of courses and other activities adapted to undergraduate students in Business, Economics, Political Science, Management, International Trade, and many other disciplines.

A French class can also be offered as an elective with the level ranging from beginner through advanced.

Nuno GUIMARAES DA COSTA
Head of Summer Program



METZ AND NANCY, AT THE HEART OF EUROPE

With their immediate neighbors being Luxembourg, Germany and Belgium, Nancy and Metz are situated in the Lorraine region in Eastern France.



Metz // Dating back to the Roman Empire, it's proud of its heritage, and offers its inhabitants and visitors a rich architectural history. It has a dynamic cultural life, centered on a number of high-calibre institutions : the Arsenal, the Opera-Theatre, the Philharmonie de Lorraine, the museums of the Cour d'Or covering all the art forms. Metz is a nice town to live in. It was awarded the European Prize as one of the top cities in France for its gardens and parks.

Located in the Metz Technology park area, the ICN Campus operates in the midst of 200 innovative companies and a pool of other prestigious institutes of higher education or «Grandes Écoles», such as SUPELEC, ESITC, ENSAM, GEORGIA TECH... About 5000 students are living and studying on this Campus.



Nancy // As the historic capital of the Dukes of Lorraine, Nancy has a rich history. Stanislas Leczcynski (Stanislas I) established his court in Nancy and made it one of the most splendid cities in Europe. Today it is a dynamic cultural and commercial center. The city's administrative, industrial and high technology sectors have spearheaded growth within the entire Lorraine region. ICN's Nancy Campus is situated in the center of town.

With more than 55 000 students and 3 500 professors and researchers, the Université de Lorraine attracts students and researchers from around the world. ICN is the Business School affiliated to the Université de Lorraine.

PRACTICAL INFORMATION

➔ Assessment

Assessment will be provided during the program. A journal may also be required. Students can earn up to 10 credits (2 ECTS credits per module in a total of 6, 2 ECTS credits for a final report, 2 ECTS credits for French as elective). For more details, please contact your local study abroad advisor.

➔ Organization

Accommodation

Students are accommodated in a student residence. Students have their own individual rooms. Meals are at the university cafeteria and at the residence hall. Students will receive tickets good for meals at the university cafeteria. Of course, whenever desired, a student may go have a meal in a local restaurant, at the student's cost.

Program location

Metz // ICN Business School - Metz Campus - 3 place Édouard Branly - FR 57070 METZ Technopôle
Nancy // ICN Business School - Nancy Campus - 13 rue Michel Ney - FR 54037 NANCY Cedex

➔ How to apply?

If you are a student from an ICN partner university, please apply through your home institution. If your university is not a partner of ICN, please contact the International Relations Office.

For more information, please contact your local study abroad supervisor.

The cost does not include the airfare from your home country to France and the train to Metz, personal expenses, insurance, visa or passport fees, home university fees.



2 600 STUDENTS,
including
700 INTERNATIONAL
STUDENTS



4 CAMPUS:
METZ AND NANCY (France),
NÜRNBERG (Germany),
CHENGDU (China)



Over
135 PARTNER
UNIVERSITIES
in
50 COUNTRIES



69 FULL-TIME
PROFESSORS
and
19 AFFILIATED
PROFESSORS



50 VISITING PROFESSORS
PER YEAR



300 BUSINESS
PROFESSIONAL
TEACHERS



4 REPRESENTATION OFFICES:
1 IN WEST AFRICA
1 IN LATIN AMERICA
2 IN CHINA



2 LIBRARIES
24 000 BOOKS
10 000 DIGITAL
PERIODICALS

EN 2014





DISCOVER FRANCE AND EUROPE EVERY YEAR IN JUNE AND JULY

➡ During the first three weeks, classes alternate with professional and cultural visits.

➡ During the fourth week, students travel to Paris, Normandy, Val de Loire and Brussels for more cultural and educational visits.

PROGRAM STRUCTURE

The program includes a minimum of 60 teaching hours, visits and French lessons as elective, divided into the following modules and concentrations.

<p>PART 1 All modules are mandatory</p>	<p>➡ MODULE 1: EUROPEAN INSTITUTIONS</p> <ul style="list-style-type: none"> • European Union Institutions • Geography of Europe • Russians and Europeans • The UK and the EU • Geopolitics • French Civilization: An introduction to the basic elements of French society • French History: History of France from Louis XIV to Modern France 	<p>➡ MODULE 2 : MANAGEMENT & BUSINESS IN EUROPE</p> <ul style="list-style-type: none"> • European Culture and Identity • Managing Across Borders • Doing Business in France • Doing Business in Southern Europe • Doing Business in Eastern Europe • Business Sustainability 	<p>➡ EDUCATIONAL VISITS</p> <ul style="list-style-type: none"> • Visit of Metz Cathedral and City • Visit of Metz Centre Pompidou Museum • Visit of Strasbourg European Parliament and City • Visit of Luxembourg Court of Justice of the European Union and City • Visit of Brussels European Commission • Visit of American War Cemetary and Landing Beaches • Visit of Caen War Memorial • Visit of Mont-Saint-Michel • Visit of Eiffel Tower – Bateaux Mouches • Visit of Versailles or Louvre Museum
<p>PART 2 Students choose one among 3 concentrations</p>	<p>➡ EUROPEAN MANAGEMENT CONCENTRATION</p> <ul style="list-style-type: none"> • Organizational Behavior • International HRM • HRM in Europe • Managing Sports SMEs in Europe • Managing for Creativity • Leadership in Europe • International Negotiation • Visit of a Company 	<p>➡ EUROPEAN MARKETING CONCENTRATION</p> <ul style="list-style-type: none"> • International Marketing Strategy • Communication and Advertising in Europe • International Pricing and Distribution • Product Development and Innovation • Managing Luxury Brands • Interactive Modelling • Visit of a Company 	<p>➡ EUROPEAN MANAGEMENT OF LUXURY CONCENTRATION</p> <ul style="list-style-type: none"> • Introduction to Luxury Management • Luxury Brands Management • Design • Sustainable Luxury • Sourcing for Luxury Market • Visit of a Company

ABOUT ICN BUSINESS SCHOOL

SINCE 1905, ICN HAS BEEN THE 'GRANDE ÉCOLE' BUSINESS SCHOOL IN THE EAST OF FRANCE AND AT THE HEART OF EUROPE. ITS IDENTITY AND ITS DEVELOPMENT ARE ROOTED IN THE LINKS BETWEEN MANAGEMENT, TECHNOLOGY AND ART. THESE LINKS WILL BE VITAL DETERMINANTS FOR TOMORROW'S ECONOMIC ENVIRONMENT.

The mission of ICN Business School is to train students and executives to manage enterprises efficiently, with a commitment to corporate responsibility, and to contribute to innovation through creativity.

Its teaching programs are supported by the specialist knowledge of its academic Faculty who make original intellectual contributions to improving managerial practice and furthering the knowledge which is essential to corporate success.

The ICN community is driven by three fundamental values, which find their true expression in the objectives of the ARTEM alliance: open-mindedness, commitment, team spirit.



CONTACT

INTERNATIONAL RELATIONS OFFICE

+33 3 54 50 25 28

studyabroad@icn-groupe.fr

www.icn-groupe.fr

ICN BUSINESS SCHOOL

13 rue Michel Ney - CO 75
FR 54037 Nancy Cedex

3 place Edouard Branly
FR 57070 Metz Technopôle

ICN
Business School
• n a n c y | m e t z