

Summer Academy in Paris: Deep inside Management in today's global economy

Intensive 4-week session in July on "Global Business & Management" for students and young graduates in the city of lights

Paris, March 2011. The IESEG School of Management to offer the *International Summer Academy* for the fourth time at its campus La Défense in Paris from July 1-30, 2011. Students and graduates from around the world are invited to Paris to spend four weeks of intensive study on various aspects of *Global Business & Management*.

Lectures in Social Responsibility and Cross-Cultural Marketing

Instructors from IESEG's faculty as well as IESEG's global partner universities will lead seminars and lectures on current topics such as *Global Finance*, *Social Responsibility*, and *Cross-Cultural Marketing*. Participants in the Summer Academy can earn academic credit for the successful completion of various modules.

All instruction will be in English, although French language courses at all levels will also be offered. An introduction to the "French way of life" is an integral part of the curriculum, and excursions are planned that include a trip to Versailles, boating on the Seine, and picnics in the gardens of Paris.

Participants will be housed on the historic campus of the Paris *Cité Internationale Universitaire*. Last year, 60 participants from 19 countries took part in the International Summer Academy.

Useful information: *International Summer Academy*, July 1-30, 2011. The price of 2980 Euros includes 60 hours of seminars and 33 hours of French language lessons, accommodation, a Metro card for public transportation within Paris, excursions, cultural events, free access to libraries, internet access. More information can be found at www.ieseg.fr/summer-academy

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The IESEG School of Management was founded in 1964 in Lille and is a French "Grande Ecole". IESEG is one of top 10 business schools in the country (according to rankings by "L'Etudiant" and "L'Express" in 2010) and has campuses in Lille and Paris, where Bachelor's and Master's programmes are taught in English. IESEG also works closely with the largest institute for basic research in Europe, the French National Centre for Scientific Research (CNRS). Seventy-two percent of IESEG's faculty is international, and the school has a network of 155 partner universities in 44 countries.