

SUMMER PROGRAMS JULY 2020





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"Grab the chance to learn more about yourself, expand your perspective, your network and add an attention-getting asset to your CV."

Farah HEFIED
Head of Development of Summer and Customized Programs

IÉSEG
KEY FACTS



International Accreditations
EQUIS
AACSB
AMBA



in the 2019 FT global ranking
of the top 100
Masters in Management
programs



in The Economist (2019)
Masters in Management
Ranking



5850
Students
2600
International students



144
Permanent professors
from **45** different countries



100%
of the permanent academic
staff hold a PhD/Doctorate



292
Partner universities
in **71** countries



2500
Partner companies



9000
Graduates

►► "EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY", MISSION AND VALUES

OUR MISSION

- To educate managers to be inspiring, intercultural and ethical pioneers of change.
- To create knowledge that nurtures innovative leaders.
- To promote creative solutions for and with responsible organizations.

OUR VALUES

ACCOMPLISHMENT

We support members of the IÉSEG community to go the 'extra mile', forging their own path and achieving meaningful goals in life.

RESPONSIBILITY

We take into account the impact of all our decisions and activities on people, the planet and business.

INTEGRITY

We, students and staff, act ethically in a consistent way in all of our personal and professional activities.

SOLIDARITY

We pay particular care and attention to everyone by fostering inclusiveness in all our activities.

ENGAGEMENT

We are actively, and collectively, committed to making a positive impact.

►► IÉSEG TEACHING AND LEARNING STRATEGY

IÉSEG's teaching and learning strategy is designed to enable faculty members, administrative staff, students, graduates and partner companies to work together.

CORNERSTONE 1

ACTIVE LEARNING

Objective: to foster student engagement and involvement in their learning through individual and group activities (e.g. flipped classrooms, co-construction of courses with students).

CORNERSTONE 2

A PERSONALIZED DEGREE

Objective: to deliver personalized academic paths to students to enable them to gradually build their learning journey in line with their career plans and objectives (e.g. TALENT Program).

CORNERSTONE 3

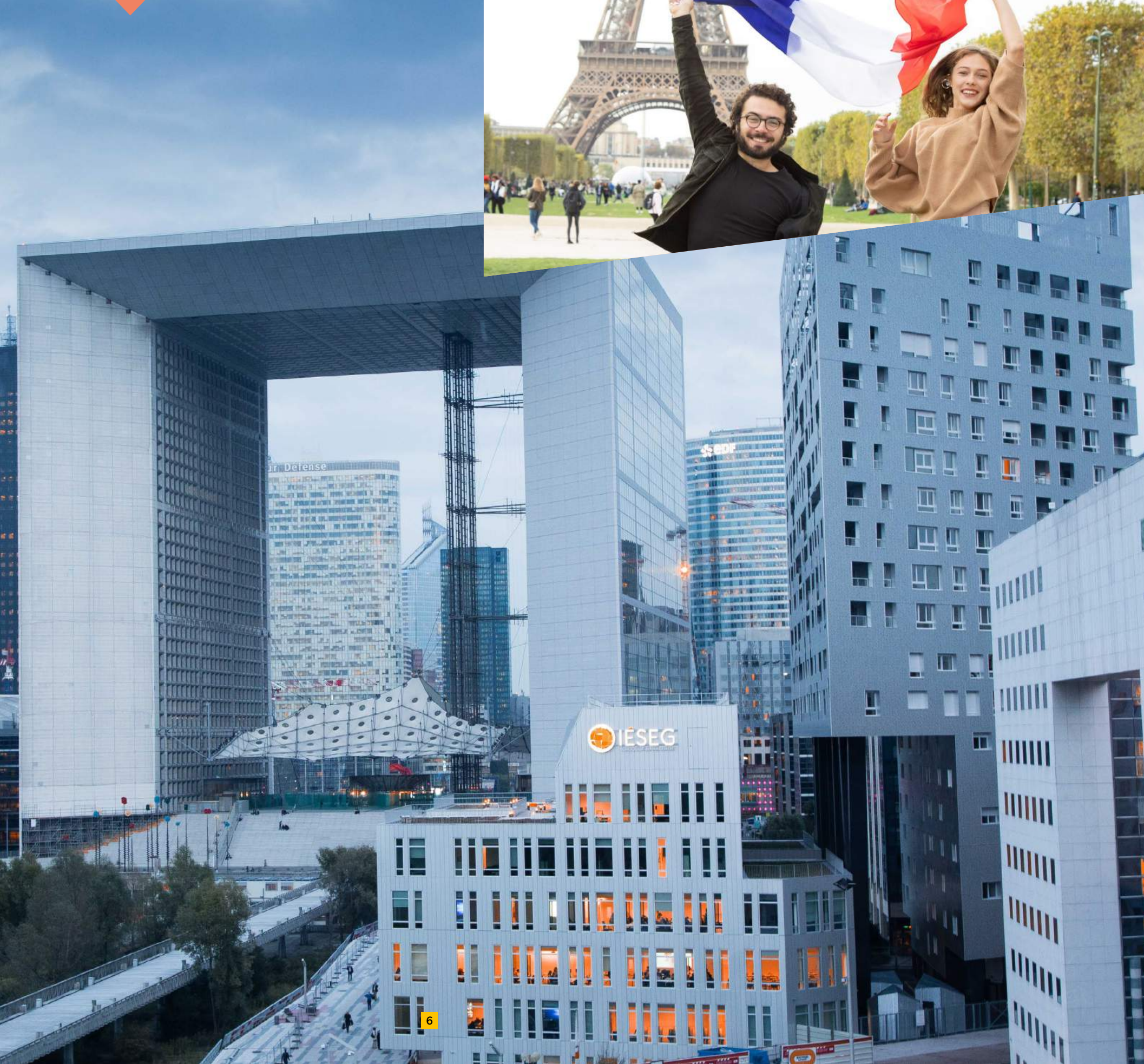
INTERDISCIPLINARY LEARNING

Objective: to enable students to connect and give meaning to the knowledge acquired during courses through multiple internships, non-profit projects and group projects. Students also take cross-curricular courses and study material that helps them develop useful skills in a variety of fields.

CORNERSTONE 4

LEARNING FOCUSED ON SKILLS ACQUISITION

Objective: to continually increase the focus of learning to align it with business issues as closely as possible. Each program is reviewed by a panel of professionals working in the fields concerned to ensure the content is relevant to companies' expectations.



- 3 buildings – 16,500 m² - (177,000 sq ft)
- At the heart of Europe's largest business district
- 2,800 students
- Classrooms/Computer rooms/Trading rooms
- Library at IESEG and online

PROFILE

- Region: Île-de-France
- Population: 11.1 million, including 669,000 students
- Paris: France's largest student city
- Location: 60 minutes from Lille, 90 minutes from Brussels, 140 minutes from London

▶▶ ENTREPRENEURSHIP AND INNOVATION SUMMER PROGRAM



Length:
2 weeks



Dates:
From July 6th to
July 17th, 2020



Prerequisites:
The program is open to students coming
from ALL DISCIPLINES with a strong interest
in Entrepreneurship or Innovation.



6 ECTS

Learning Objectives

During the two weeks, you will take courses that are highly customized to respond to startups' real-life challenges. You will be introduced to entrepreneurship under conditions of uncertainty, effectuation principles and lean startups. Furthermore, you will gain practical skills to understand, evaluate, create, and manage effectively the innovation process within an organization.

Program

Module 1: Managing innovation (3ECTS)

At the end of this module, students should be able to:

- Understand the different typologies of innovation.
- Analyze the main internal and external sources of innovation.
- Explain the main challenges of managing innovation.
- Create managerial strategies to shape the innovation process.

Module 2: Business Modelling (3ECTS)

At the end of this module, students should be able to:

- Explain the principles of effectuation and lean start-up.
- Describe the components and functioning of a business model.
- Develop a value proposition.
- Identify the main sources of failed business models.

ZOOM ON... Startup Consulting

Students increasingly face a bigger challenge upon graduation due to heightened levels of globalization causing fractious economic environments and the need for ever-changing skills to succeed in the labor market. IÉSEG's Entrepreneurship and Innovation Summer Program provides the students with concrete business projects that will serve as the common theme for all educational sessions.

During this two-week program, students will take classes, engage in case discussions, and learn about the contemporary issues in entrepreneurship and innovation, including new venture development, innovation ecosystems, business modelling, and global innovation management. Topics will be selected in order to equip students with the necessary skills to respond to a real-life challenge coming from an operational startup. Students will gain privileged access to real world issues as experienced by practicing entrepreneurs, while startups benefit from valuable external recommendations from international students.



For more information: www.ieseg.fr/en/programs/summer/

DIGITAL MARKETING SUMMER PROGRAM



Length:
2 weeks



Dates:
From July 6th to
July 17th, 2020



Prerequisites:
The program is open to students coming from
ALL DISCIPLINES with a strong interest in
Digital Marketing.



6 ECTS

Learning Objectives

The internet has completely changed marketing practices and has led to new forms of communication and commercialization: the digital economy, for example.

Students will learn basic knowledge in digital marketing through social media and brand management. They will study all of the key areas associated with digital marketing, including marketing, communication and strategy, positioning, as well as the current strategies behind managing a brand in today's digital and social world.

Program

Module 1: Brand Management (3ECTS)

At the end of this module, students should be able to:

- Understand Brand as a concept and strategy that goes from individual to corporate brand.
- Develop an appreciation for the role of brand managers.
- Learn the current strategies behind managing a brand in today's digital and social world.
- Apply a management model to a team for a real brand that goes from brand awareness to insistence using the framework of the 4 C's: context, customers, competition, and capability.

Module 2: Digital Marketing Strategy (3ECTS)

At the end of this module, students should be able to:

- Know the steps involved in developing an informed Digital Marketing Strategy.
- Understand the diversity that exists among digital platforms and their varied fit in creating value for the brand.
- Describe customer personas; identify micro-moments that help target customers achieve their objectives; employ a content matrix to develop sufficient content to meet customer needs across important micro-moments; and evaluate the potential for disruptive product/service design, based on reshaping the customer journey.
- Leverage customer stories to shape brand attitudes.
- Develop a deeper understanding of earned, versus paid, social media strategies.
- Create actionable insights from marketing data.



▶▶ FASHION BUSINESS SUMMER PROGRAM



Length:
2 weeks



Dates:
From July 6th to
July 17th, 2020



Prerequisites:
The program is open to students coming
from ALL DISCIPLINES with a strong interest
in Fashion.



6 ECTS

Learning Objectives

This summer program in Fashion Business combines theoretical study with hands-on experience from brands in the apparel industry. You will learn basic knowledge in all the key areas associated with the Fashion Business, including Brand Development and Positioning, Marketing, Distribution, Advertising, and Consumer Behavior.

Program

Module 1: Fashion and Luxury Goods Marketing (3ECTS)

At the end of this module, students should be able to:

- Identify the specificities of Luxury and be aware of the main differences between Mass Market and Fashion, in order to understand luxury clients' needs.
- Communicate effectively in Luxury (with clients, media, influencers).
- Make informed business decisions about Marketing and Sales issues, knowing the main challenges of the Luxury Industry (Sales Channels, Communication, Massification).

Module 2: Fashion, a Powerful Universe (3ECTS)

At the end of this module, students should be able to:

- Appreciate the business of Fashion.
- Differentiate Fashion trends in time and in places and relate Fashion theories and Fashion cycles to trend analysis and prediction.
- Get an overall knowledge of specific designers/brands.
- Acquire vocabulary specific to apparel.
- Identify the relationship between Fashion Design, Production, and Merchandising in the global world.
- Understand what role the consumer plays in today's Fashion world.
- Recognize the ethical issues facing both consumers and firms in today's global Fashion Business.
- Develop critical thinking and analytical skills related to Fashion Marketing & Merchandising.

VISITS: (SUBJECT TO CHANGE WITHOUT PRIOR NOTICE)

- Fashion-related museum visits and exhibitions (example: Yves Saint Laurent Museum)
- Retail
- Luxury Goods (example: Maison Lesage)

// Testimonial



As much as I've enjoyed all the perfume testing, museum visits, fashion show casting and many marketing pitches done on the fly, most importantly, this course has given me incredible memories with the most amazing bunch of new friends from all over the world. Thank you for not only making my dream of studying abroad come true but for making it the most amazing time! Merci beaucoup tout le monde !

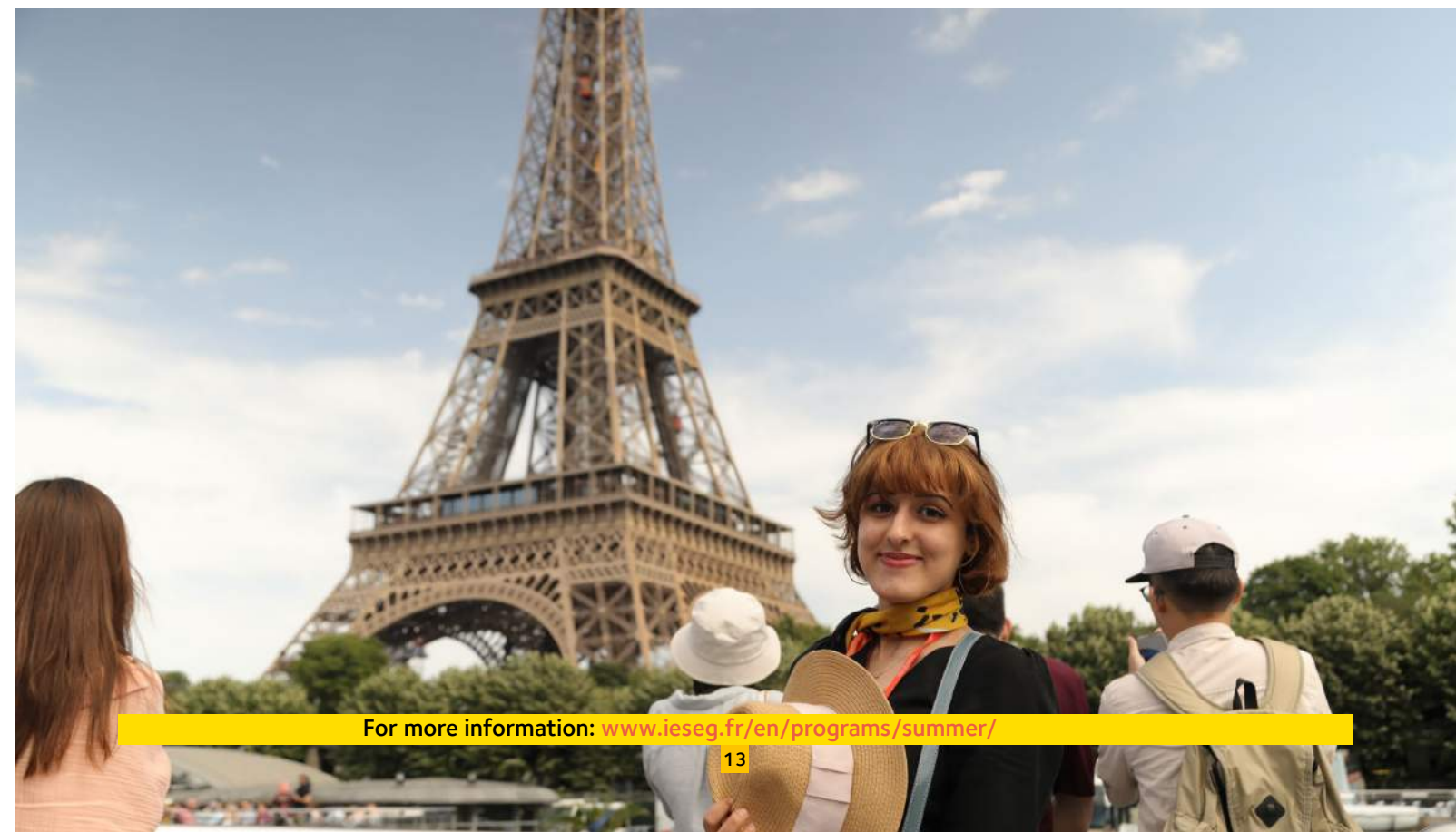
Ian CHEUNG,
Queensland University of Technology,
Australia

// Testimonial



One of my best decisions was to take this Fashion Business Summer Program at IÉSEG! Taking risks out of my comfort zone was so good and it made me so happy to discover what makes my heart beat. I learned so much about the Fashion Industry, Luxury Brands and more! Every teacher and everyone in charge of the talks were so good! I never expected to meet so many nice people and to be so close to them! Thank you for making this experience one of the best experiences of my life! Thank you for giving me so much love and for making me feel at home! I learned so much from you guys! In these two weeks I made more than friends, we are family! Love you all. This summer will be kept in my heart. The best is yet to come!

Stephanie MICALAY,
Universidad ESAN,
Perú



INTERNATIONAL SUMMER ACADEMY



Length:
4 weeks



Dates:
From July 6th to
July 31st, 2020



Prerequisites:
The program is open to students coming from
ALL DISCIPLINES with a strong interest in
current global issues.



8 to 13 ECTS

Learning Objectives

This four-week intensive summer program on our Paris Campus is designed to deepen the understanding of Business and Management within a broader global context, and also for participants to learn the French language. This summer program gives students the unique opportunity to build critical business skills and study firsthand the Global Business and Management approach.

This is a great way to spend the summer, by discovering Paris, expanding your academic horizons, building an international network of friends and professors, experiencing the French way of life and getting an insight into Global Business from top faculty, in one of the best business schools in France.

Students can choose 4 Business and Management courses or 4 Business and Management courses in the morning + French courses in the afternoon:

- 4-week session on Business & Management: 8 to 9 ECTS
- French Language courses: 4 ECTS

Programs

Modules offered in July 2020: (subject to change without prior notice)

- European Integration
- Experiential Marketing
- Managing Innovation
- Managing Cross-Cultural Differences
- Digital Marketing Strategy
- Economic Development and Globalization
- International Marketing
- A Unique Approach to Cross-Cultural Management
- Practical Business Negotiation Skills
- Topics in Global Markets
- Corporate Communication
- Innovation Management
- Develop your Soft Skills: the Key to Success in the Business World
- Communication and Conflict Management Skills
- Business and Human Rights
- Recent Management Issues Sharing Economy
- French Language from Beginner to Advanced

Testimonial



I'm Tanisha and I attended the 2019 International Summer Academy. I had a life-changing experience. We got to meet people from different backgrounds and cultures. We also got to experience different subjects that we chose on our own. I also took French classes and we got a lot of tours and walking trips around Paris. [...] Everything was so worth it and we had a great time! Thank you for this opportunity.

Tanisha DIGGIKAR,
Regent's University London,
United Kingdom

Testimonial



I attended the International Summer Academy this past year. What can I say about the program? It was by far one of the best experiences and decisions in my entire life. I always wanted to study abroad as a young kid. I got to meet friends from all over the world who will be life-long friends. I took amazing classes such as Corporate Diplomacy, International Sport Management and Inventory Management. It was interesting to see how the teaching methods of professors from all over the world compared with those of my home university. If you are considering going to IÉSEG, I highly recommend it to you! You will have the experience of a lifetime!

Nicholas MICHALSKI,
Western New England University,
USA



For more information: www.ieseg.fr/en/programs/summer/

HOUSING PACKAGE

CAMPUSÉA RESIDENCES FOR STUDENTS

During the program, students are accommodated at one of the residences in La Défense (5 to 10 min walk from the school), provided by our partner CAMPUSÉA.

Students from all programs will be able to check-in on Sunday July 5th. The check-out for the 2-week programs (Entrepreneurship and Innovation, Digital Marketing and Fashion Business) will be on July 18th 2020 at the latest. The check-out for the 4-week programs (International Summer Academy) will be on August 1st 2020 at the latest.

CAMPUSÉA
RESIDENCES FOR STUDENTS

ROOM EQUIPMENT

- A **nighttime area** with a single bed (90x200cm).
- A **desk area** with a table, and a comfortable chair.
- **Storage space**: a closet, bookshelves and additional storage space below your bed.
- A bright **bathroom**, with a large shower, large mirror, sink and toilet.
- A **fully-equipped kitchenette**: 1 sink, 1 microwave, 2 stove tops, 1 fridge and 1 full set of dishes with all you need for cooking and eating.
- Bed linen, bathroom towels, cleaning kit and kitchen kit (plates, cutlery, pans, etc.) provided.

RESIDENCE EQUIPMENT

Access to the common areas of the building include:

- shared kitchen;
- laundry room;
- study room;
- fitness room, etc.



Website the Grande Arche residence: www.campusea.fr/en/residence/153161

Website the Rose de Cherbourg residence: www.campusea.fr/en/residence/222405

EXTRACURRICULAR ACTIVITIES

In addition to a busy academic schedule, participants of the IÉSEG Summer Programs benefit from a high-quality selection of extracurricular activities. (Subject to change without prior notice)

Common Activities to all Summer Programs

Romantic Guided Seine River Cruise

The traditional and romantic Seine river cruise is offered to all our Summer Program students as part of the welcome day. That is an exceptional, quick and relaxing way to visit Paris.

"L'incontournable" International evening

The International Evening is a great celebration of cultural diversity. At the same time, it gives our students a chance to showcase their talents. The evening celebrates the culture and diversity at IÉSEG, providing an opportunity for students and staff to share their cultural diversity through music, dance, poetry, costumes and tradition.

Our Closing Ceremony

An unforgettable closing ceremony marks the end of the IÉSEG Summer Programs, followed by a farewell cocktail celebrating a new global friendship network.

Specific Activities Per Program

You will be able to choose between 2 to 3 elective activities among the following:

- Guided tours of Paris' districts (Montmartre, Le Marais, Paris' left bank, street art, secret passages, etc.)
- Opéra Garnier
- Château de Versailles
- The Fragonard Museum
- Bakery class or French Gastronomy class
- French cheese testing
- Day at Mont Saint-Michel
- Day at Disneyland
- Orsay Museum



APPLICATION PROCESS

Admission is via an online application at <https://application.ieseg.fr/>, the review of the supporting documents and a mandatory interview with the Admission team.

Application Checklist

For all the summer programs

- ✓ Online application form
- ✓ Supporting documents: to be sent to summer@ieseg.fr
 - Application form signed (after applying online you will need to download and sign the form)
 - Copy of your passport (ID page)
 - Copy of all of your higher education level transcripts
 - Copy of your international insurance. You will also need to apply for the appropriate visa. Please check: https://france-visas.gouv.fr/en_US/web/france-visas/
 - For non-native English speakers: copy of your English certificate (IELTS, TOEFL IBT, TOEIC, Cambridge Exam or Duolingo).
 - Courses selection form (only for International Summer Academy students).
- ✓ Pay the first installment (50% of the total fees) by bank transfer to reserve your place in the program.

Application Process

Online Application → Admission Committee → Final Decision

If you are accepted, you will receive your acceptance/visa letter. **If you are not accepted**, we will reimburse the first installment.

Then you will need to apply for the appropriate visa. Please check: https://france-visas.gouv.fr/en_US/web/france-visas/

You will need to pay the second installment (50% of the total fees) by bank transfer to secure your place in the program. All you will have left to do is book your flight tickets.

Application deadline

April 30th 2020

Contacts



CHINA AND TAIWAN

Marc PORTO
chinaoffice@ieseg.fr



OTHER COUNTRIES

Farah HEFIED
summer@ieseg.fr

Tuition and scholarships

The table below shows the prices for students paying full tuition and for partner universities with a 10% discount (on tuition fees ONLY).

Please note that the total price includes all in-class teaching & course materials, access to all university facilities, two official IÉSEG transcripts and a certificate, along with a housing package (Accommodation and Extra-curricular activities).

The housing package includes accommodation in single rooms with private bathroom and kitchen area. This also includes apartment amenities (free Wi-Fi, common areas, etc.) and extracurricular activities.

If you do not opt for the housing package, you will need to pay €40 per extracurricular activity in order to participate.

Please read the terms and conditions on our website: www.ieseg.fr/en/programs/summer/

	Entrepreneurship & Innovation/Digital Marketing/ Fashion Business		International Summer Academy	
(Subject to change)	Full Price	10% discount tuition fee (partner universities ONLY)	Full Price	10% discount tuition fee (partner universities ONLY)
Tuition fees (topic based courses)	€1,400	€1,260	€1,600	€1,440
French Language Course (optional)	N/A	N/A	€500	€500
Housing Package (optional)	€800	€800	€1,300	€1,300
Administrative fees	€200	€200	€200	€200
TOTAL PRICE	€2,400	€2,260	€3,600	€3,440

Merit-Based Scholarships

IÉSEG offers a limited number of scholarships, covering up to 50% of the tuition fees (business-course tuition). Students from all academic fields are encouraged to apply. We do not require financial documentation. The deadline is May 1st, 2020. For more information, please contact summer@ieseg.fr or visit our website www.ieseg.fr/en/programs/summer/



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Summer Programs IÉSEG



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