

**IESEG International Summer Academy  
(July 5<sup>th</sup> to 30<sup>th</sup> 2021)**

**Courses Selection Form**

Read carefully the [Application Procedures](#) and the [Terms and Conditions](#) before completing the form. Submit the completed form and other supporting documents by email to [summer@ieseg.fr](mailto:summer@ieseg.fr) **BEFORE APRIL 30<sup>th</sup>, 2021**

<b>Personal Information (please complete all fields)</b>	
<b>Family / Last Name:</b>	.....
<b>First / Given Name(s):</b>	.....
<b>Gender:</b>	Female <input type="checkbox"/> Male <input type="checkbox"/>
<b>Date of Birth:</b>	(DD/MM/YYYY) .....
<b>Nationality:</b>	.....
<b>Email Address:</b>	.....

<b>Topic-based Courses (64 contact hours / 8 ECTS credits)</b>	
Please refer to the <a href="#">course list</a> and <b>choose one course from each week</b> below. All courses will take place from 1PM to 5PM French time	
<i>The following is a tentative calendar. Distribution by week is subject to change.</i>	
<i>Courses will be attributed on a first-come, first-served basis.</i>	
Week from July 5 <sup>th</sup> to 11 <sup>th</sup>	<ul style="list-style-type: none"> <li>• European Integration <input type="checkbox"/></li> <li>• Experiential Retail Strategy <input type="checkbox"/></li> <li>• Topics in Global Markets <input type="checkbox"/></li> <li>• Brand Management (from Digital Marketing Summer Program) <input type="checkbox"/></li> <li>• Business Modeling (from Entrepreneurship and Innovation Summer Program) <input type="checkbox"/></li> </ul>
Week from July 12 <sup>th</sup> to 16 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Experiential Marketing <input type="checkbox"/></li> <li>• Developing Strategic Customer Value Propositions <input type="checkbox"/></li> <li>• Economic Development and Globalization <input type="checkbox"/></li> <li>• A unique Approach to Cross-Cultural Management <input type="checkbox"/></li> <li>• International Business <input type="checkbox"/></li> </ul>
Week from July 19 <sup>th</sup> to 23 <sup>rd</sup>	<ul style="list-style-type: none"> <li>• Develop your Soft Skills: The Key to Success in the Business World <input type="checkbox"/></li> <li>• Practical Business Negotiation Skills <input type="checkbox"/></li> <li>• Corporate Communication <input type="checkbox"/></li> <li>• Innovation Management <input type="checkbox"/></li> <li>• French Culture <input type="checkbox"/></li> </ul>
Week from July 24 <sup>th</sup> to 30 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Communication and Conflict Management Skills <input type="checkbox"/></li> <li>• Design Thinking for Business <input type="checkbox"/></li> <li>• Business and Human Rights: Historical, Legal and Contemporary Perspectives <input type="checkbox"/></li> <li>• Recent Management Issues Sharing Economy <input type="checkbox"/></li> <li>• French Culture <input type="checkbox"/></li> </ul>

<b>Home University</b>	
<b>University Name:</b>	.....
<b>Field of Study (Major):</b>	..... Undergraduate <input type="checkbox"/> Graduate <input type="checkbox"/>
<b>Coordinator's Name:</b>	.....
<b>Coordinator's Email Address:</b>	.....