IÉSEG International Summer Academy
(July 5th to 30th 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 BEFORE APRIL 30TH, 2021

__Personal Information__ *(please complete all fields)*

Family / Last Name:
First / Given Name(s):
Gender: Female ☐ Male ☐ **Date of Birth:** (DD/MM/YYYY)
Nationality:
Email Address:

__Topic-based Courses__ *(64 contact hours / 8 ECTS credits)*

Please refer to the course list and **choose one course from each week** below. All courses will take place from 1PM to 5PM French time
The following is a tentative calendar. Distribution by week is subject to change.
Courses will be attributed on a first-come, first-served basis.

Week	Courses	
Week from July 5th to 11th	• European Integration	☐
	• Experiential Retail Strategy	☐
	• Topics in Global Markets	☐
	• Brand Management (from Digital Marketing Summer Program)	☐
	• Business Modeling (from Entrepreneurship and Innovation Summer Program)	☐
Week from July 12th to 16th	• Experiential Marketing	☐
	• Developing Strategic Customer Value Propositions	☐
	• Economic Development and Globalization	☐
	• A unique Approach to Cross-Cultural Management	☐
	• Communication and Conflict Management Skill	☐
Week from July 19th to 23rd	• Develop your Soft Skills: The Key to Success in the Business World	☐
	• Practical Business Negotiation Skills	☐
	• Corporate Communication	☐
	• Innovation Management	☐
	• French Culture	☐
Week from July 24th to 30th	• Design Thinking for Business	☐
	• Business and Human Rights: Historical, Legal and Contemporary Perspectives	☐
	• Recent Management Issues Sharing Economy	☐
	• International Business	☐
	• French Culture	☐

__Home University__

University Name:
Field of Study (Major): Undergraduate ☐ Graduate ☐
Coordinator's Name:
Coordinator's Email Address:

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