



# SUMMER IMMERSION IN PARIS

> Benefit from IÉSEG's academic excellence and multicultural environment.

**INTERNATIONAL SUMMER PROGRAMS**



**IÉSEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

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## **BECOME A PIONEER OF CHANGE**

As a French “Grande École”, IÉSEG prepares changemakers who, through innovation and humanism, will develop socially responsible companies that redefine the international context.

Choosing IÉSEG means confronting challenges, defying conventions, and playing a role in changing the world!

**Get ready to join the new culture of international management.**



# KEY FIGURES



## ACCREDITATIONS & RANKINGS

**3** international accreditations:  
**EQUIS - AACSB - AMBA**

**Ranked 33<sup>rd</sup>** in the 2019 global ranking of **the best Masters in Management programs** (*Financial Times*)

**Ranked 20<sup>th</sup>** in the 2019 global ranking of **the best Masters in Management programs** (*The Economist*)



## STUDENTS AND ALUMNI

**6,100 current students and 1,000 executives/managers** trained each year

**100 different nationalities**

**10,000 graduates**



## THE FACULTY

**162 permanent professors** from 47 different countries

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



## PARTNERS

**306 partner universities in 75 countries**

**2,500 partner companies**

## ACCREDITATIONS AND LABELS

IESEG and its programs are recognized by several French and international accreditation bodies, guaranteeing the School's excellence. Holder of the "Triple Crown" of international accreditations (EQUIS, AACSB and AMBA), IESEG is a member of the very select circle of top global business schools.



In 2020, IESEG was awarded the Campus France "Welcome to France" certification label, which distinguishes French higher education institutions that have met different criteria in welcoming international students.

# VISION, MISSION AND VALUES

Empowering changemakers for a better society

## ■ VISION

The IÉSEG vision that emerged from a collective effort, involving all the School's stakeholders, is that in 2025, IÉSEG will be a **unique international hub empowering changemakers for a better society**.

## ■ 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

## ■ 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**.





## WHY STUDY IN FRANCE?

France is an ideal place to study abroad thanks to its rich culture, gastronomy, architecture, and thriving student life. It has been the home of many of the world's greatest philosophers and thinkers, and is a historic center of culture, from the Lumière Brother's invention of cinema to the evolution of the cutting-edge fashion industry. Every year, France's cultural events and festivities attract people from all over the world.

Not only is France renowned for its culture, there are also some particularly good reasons to choose this country to pursue an education in business. Campus France highlights that France ranks third in Europe in gross domestic product and is the second-largest European market (IMF 2018, Eurostat 2015). Furthermore, according to the latest barometer published by international accounting firm EY, in 2020 France has risen to **first place in the ranking of European countries most attractive to international investors.**



## THE PARIS-LA DÉFENSE CAMPUS

### ■ LA DÉFENSE – EUROPE'S LARGEST PURPOSE-BUILT BUSINESS DISTRICT

The La Défense location of IÉSEG's Paris campus is a strategic plus. Established primarily to strengthen IÉSEG's links with French and international companies, it has enhanced the institution's international reputation and visibility.

As IÉSEG's reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 has enabled the School to welcome almost twice as many students as it could before. Composed of three buildings with a total of 16,500 m<sup>2</sup> (177,000 sq. ft.), the campus offers students 20 lecture halls, 40 classrooms, three multimedia rooms, two trading rooms, a library, two cafeterias and meeting rooms for clubs and associations.



## THE SUMMER PROGRAMS IN BRIEF

Three intensive and thematic 2-week courses and a 4-week program offering global business courses and optional French language study.

### ■ ENTREPRENEURSHIP AND INNOVATION SUMMER PROGRAM

- > **Duration:** 2 weeks
- > **Study themes:** Managing Innovation and Business Modeling

### ■ DIGITAL MARKETING SUMMER PROGRAM

- > **Duration:** 2 weeks
- > **Study themes:** Brand Management and Digital Marketing Strategy

### ■ FASHION BUSINESS SUMMER PROGRAM

- > **Duration:** 2 weeks
- > **Study themes:** Fashion and Luxury Goods, Marketing and Fashion Industry Overview

### ■ INTERNATIONAL SUMMER ACADEMY

- > **Duration:** 4 weeks
- > **Study themes:** Over 12 modules in business and management along with French language courses (optional)

*“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









# ENTREPRENEURSHIP AND INNOVATION SUMMER PROGRAM



**Length:** 2 weeks

**Dates:**  
July 5<sup>th</sup> to the 16<sup>th</sup> 2021



**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, how to apply Sarasvathy's principles of effectuation, and the lean startup business development methodology. In addition, you will gain practical skills to effectively understand, evaluate, create, and manage the innovation process within an organization.

## ■ PROGRAM

### Module 1: Business Modeling (3 ECTS)

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

- > explain the principles of effectuation and lean startups,
- > describe the components and functioning of a business model,
- > develop a value proposition,
- > identify the main sources of failed business models.

### Module 2: Managing innovation (3 ECTS)

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.



## ZOOM ON... STARTUP CONSULTING

Today's graduates increasingly face tough challenges upon graduation due to heightened levels of globalization causing unpredictable economic environments and a wide variety of emerging issues **that call for a highly adaptable skillset to succeed in the labor market.**

During this two-week program, students will take classes, engage in case discussions, and learn about the contemporary issues in entrepreneurship and innovation. This includes new venture development, innovation ecosystems, business modeling, and global innovation management. Topics will be selected with an eye to equipping students with the necessary skills **to develop and defend a real-life group project.** Students **will be exposed to real-world situations** as experienced by entrepreneurs, and their projects **will benefit from the valuable perspectives of international peers** and **the insights of faculty members.**

For more information: [www.ieseg.fr/en/programs/summer](http://www.ieseg.fr/en/programs/summer)



# DIGITAL MARKETING SUMMER PROGRAM



**Length:** 2 weeks

**Dates:**  
July 5<sup>th</sup> to the 16<sup>th</sup> 2021



**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.

Students will gain knowledge of basic skills required for digital marketing through social media and brand management. They will study all 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 media world.

## ■ PROGRAM

### Module 1: Brand Management (3 ECTS)

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

- > understand "brand" as a concept and strategy that touches both individual and corporate identity,
- > grasp the role of brand managers,
- > learn the current strategies behind managing a brand in today's digital and social media world,
- > as a member of a team, apply a management model to a real brand that evolves from brand awareness to brand insistence (exceptional consumer loyalty) using the framework of the four C's: Context, Customers, Competition, and Capability.

### Module 2: Digital Marketing Strategy (3 ECTS)

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

- > enumerate the steps involved in developing an informed digital marketing strategy,
- > understand the diversity that exists among digital platforms and their relative "fit" in creating value for the brand,
- > describe customer personas; identify micro-moments that help target customers to 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.



Stephanie,  
Universidad ESAN, Perú



Ian,  
Queensland University of  
Technology, Australia



As much as I've enjoyed all the perfume testing, museum visits, fashion show casting and many marketing pitches done on the fly, most significantly, 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!

One of my best decisions ever was to take this Fashion Business Summer Program at IÉSEG! Taking risks outside my comfort zone was so important, 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...

# FASHION BUSINESS SUMMER PROGRAM



**Length:** 2 weeks

**Dates:**  
July 5<sup>th</sup> to the 16<sup>th</sup> 2021



**Prerequisites:**

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



**6 ECTS**

## ■ LEARNING OBJECTIVES

This two-week summer program in Fashion Business combines theoretical study with hands-on experience of brands in the apparel industry. You will gain a basic familiarity with all the key areas associated with the fashion industry, including brand development and positioning, marketing, distribution, advertising, and consumer behavior.

## ■ PROGRAM

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

**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 the luxury milieu (with clients, media, influencers, etc.),
- > make informed business decisions about marketing and sales issues, based on an understanding of the main challenges confronting the luxury industry (sales channels, communication, massification, etc.).

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

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

- > appreciate the business of fashion,
- > differentiate fashion trends in time and place and relate fashion theories and fashion cycles to trend analysis and prediction,
- > gain an overall knowledge of specific designers/ brands,
- > acquire vocabulary specific to apparel,
- > identify the relationship between fashion design, production, and merchandising in the global market,
- > understand the role of the consumer in today's fashion market,
- > recognize the ethical issues facing both consumers and firms in today's global fashion industry,
- > develop critical thinking and analytical skills related to fashion marketing and merchandising.

### Visits: (Subject to Change Without Prior Notice)

- > Fashion-related museum visits and exhibitions (examples: Yves Saint Laurent Museum, Louis Vuitton Fondation, Fragonard Museum, etc.)
- > Luxury goods establishments (examples: Maison Lesage, L'École des Arts Joailliers, etc.)



Nicholas,  
Western New England  
University, USA

Tanisha,  
Regent's University  
London, United Kingdom



*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.*

*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!*



# INTERNATIONAL SUMMER ACADEMY



**Length:** 4 weeks

**Dates:**  
July 5<sup>th</sup> to the 30<sup>th</sup>  
2021



**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 is designed to deepen participants' understanding of business and management within a broader global context, as well as to provide an opportunity for intensive French language training.

This summer program gives students the opportunity to build critical business skills and to study firsthand a global business and management approach. This is a great way to spend the summer: discover Paris, expand your academic horizons, build an international network of friends and professors, while 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 have the option to 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

## ■ PROGRAM

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

- > European Integration
- > Experiential Marketing
- > Business Modeling
- > 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 in the Sharing Economy
- > French Language from Beginner to Advanced
- > Design Thinking for Business



## EXTRACURRICULAR ACTIVITIES

In addition to a busy academic schedule, participants in the IÉSEG Summer Programs benefit from a high-quality selection of extracurricular activities.

### ■ ACTIVITIES COMMON TO ALL SUMMER PROGRAMS

#### **Guided Seine river cruise**

An exceptional, quick and relaxing way to visit Paris, the traditional romantic Seine river cruise is offered to all our Summer Program students as part of the Welcome Day.

#### **“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 that is omnipresent 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 students’ new global network of friends.

### ■ SPECIFIC ACTIVITIES PER PROGRAM

**You will be able to choose two or three elective activities from among the following:**

- Guided tours of Paris’ districts (Montmartre, Le Marais, Paris’ Left Bank, street art, secret passages, etc.)
- Opéra Garnier
- Château de Versailles
- Fragonard Museum
- Bakery class or French gastronomy class
- French cheese tasting
- Day in Reims (Champagne region)
- Orsay Museum

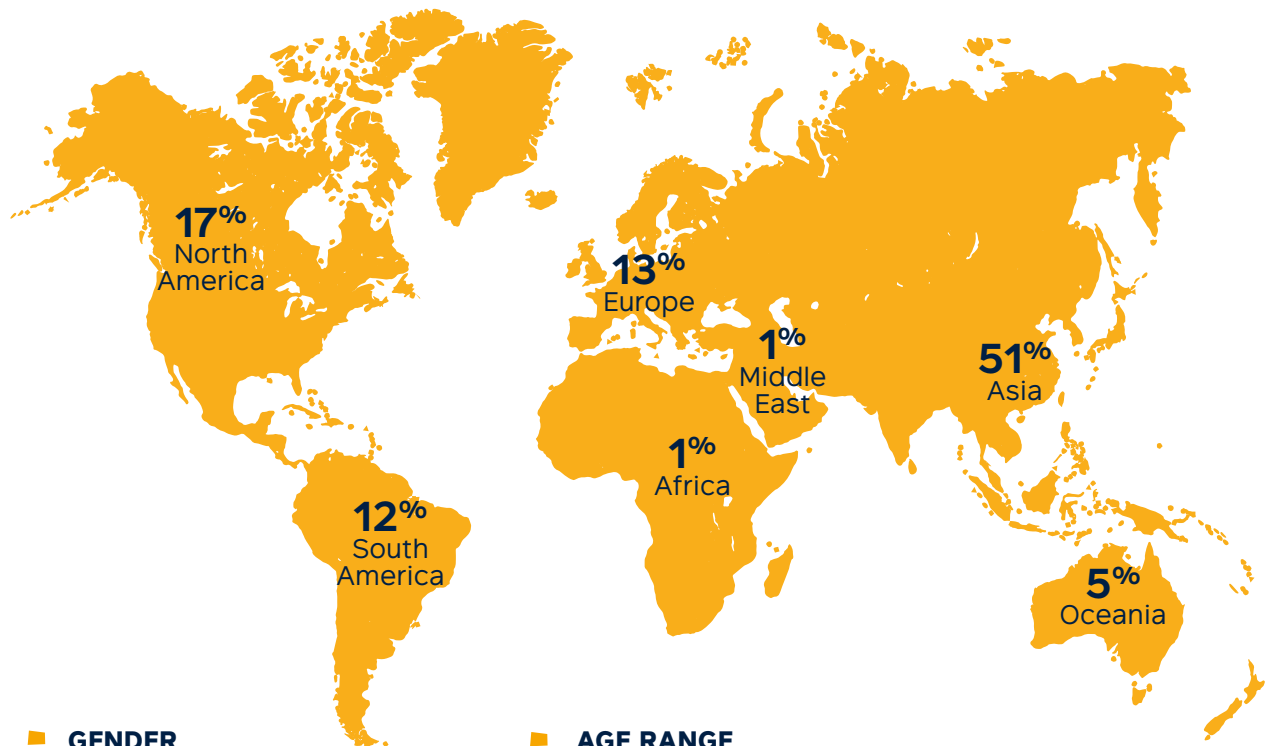
**SUBJECT TO CHANGE WITHOUT PRIOR NOTICE**

**FOR MORE  
INFORMATION**

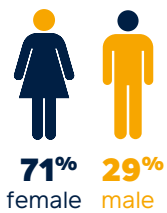


# PARTICIPANT PROFILE

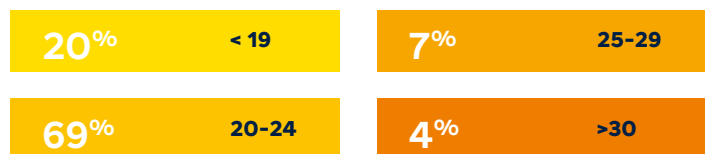
## NATIONALITIES



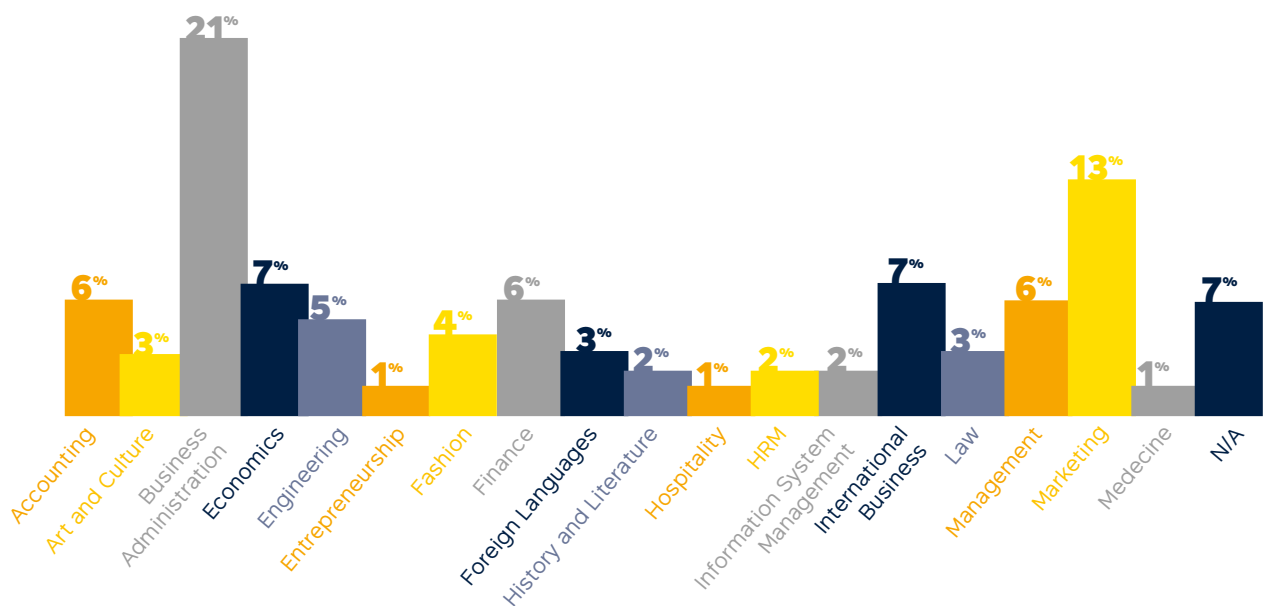
## GENDER



## AGE RANGE



## MAJORS



ÍESEG numbers based on participants in the Summer Programs from 2012 to 2019

# HOUSING PACKAGE

## ■ YOUFIRSTCAMPUS RESIDENCES FOR STUDENTS **youfirst**

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

Students from all programs will be able to check-in on Sunday 4<sup>th</sup> July 2021. The checkout for the 2-week programs (Entrepreneurship and Innovation, Digital Marketing and Fashion Business) will be on Saturday 17<sup>th</sup> July 2021, at the latest. The checkout for the 4-week programs (International Summer Academy) will be on Saturday 31<sup>st</sup> July 2021, at the latest.

## ■ ROOM FURNISHINGS AND EQUIPMENT

- > Sleeping area: single bed (90 x 200cm)
- > Desk area: table and comfortable chair
- > Storage space: closet, bookshelves and additional storage space below your bed
- > Well-lit bathroom: large shower, large mirror, sink and toilet
- > Fully equipped kitchenette: 1 sink, 1 microwave, 2-burner stovetop, 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 FACILITIES

Common areas within the building include:

- > a shared kitchen,
- > a laundry room,
- > a study room,
- > a fitness room, etc.



The Grande Arche residence:  
[www.campusea.fr/en/residence/153161](http://www.campusea.fr/en/residence/153161)

The Rose de Cherbourg residence:  
[www.campusea.fr/en/residence/222405](http://www.campusea.fr/en/residence/222405)

FOR MORE INFORMATION

# APPLICATION PROCESS

The application process starts with your submission via an online interface at [apply.ieseg.fr](http://apply.ieseg.fr), of an application form, followed by a review of the supporting documents and a mandatory interview with the Admission Team.

## ■ APPLICATION CHECKLIST

- > Online application form
- > Recent CV / Resume
- > Copy of passport (ID page)
- > Copy of all higher education-level transcripts
- > Copy of international insurance
- > English Proficiency test for non-native speakers: TOEFL 90, IELTS 5.5, TOEIC 800, BULATS 65 and Cambridge B2 First, or English letter attesting to the level of the student)  
Native English speakers or candidates who have followed two years of courses taught in English or worked in an English speaking environment are exempt
- > Course selection form (only for International Summer Academy students)

Payment of 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 admitted**, students will receive their acceptance letter.  
**If not admitted**, IESEG will reimburse the first installment.

Admitted students will then need to apply for the appropriate visa.  
**Please check:** [https://france-visas.gouv.fr/en\\_us/web/france-visas/](https://france-visas.gouv.fr/en_us/web/france-visas/)

After admission, the second installment (50% of the total fees) must be paid by bank transfer to secure a place in the program.

**Final step: arrange travel to Paris.**

## ■ APPLICATION DEADLINE **APRIL 30<sup>TH</sup>**

## ■ CONTACTS

Miss Farah HAFIED - [summer@ieseg.fr](mailto:summer@ieseg.fr)

### SOCIAL MEDIA



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summerprogramsieseg



IESEG School of Management



IESEG School of Management



@IESEG / @StudyatIESEG

# TUITION AND SCHOLARSHIPS

The table below shows the prices for students paying full tuition as well as for students from partner universities (10% discount on tuition fees ONLY).

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

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

If you do not opt for the housing package, you will need to pay €50 per extracurricular activity in order to participate (additional fee for weekend trip(s)).

Please read the terms and conditions on our website: [www.ieseg.fr/en/programs/summer](http://www.ieseg.fr/en/programs/summer)

## ■ TUITION FEES

	ENTREPRENEURSHIP & INNOVATION/DIGITAL MARKETING/ FASHION BUSINESS		INTERNATIONAL SUMMER ACADEMY	
	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
<b>TOTAL PRICE</b>	<b>€2,400</b>	<b>€2,260</b>	<b>€3,600</b>	<b>€3,440</b>

## ■ 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 April 30<sup>th</sup>. For more information, please contact [summer@ieseg.fr](mailto:summer@ieseg.fr) or visit our website at [www.ieseg.fr/en/programs/summer](http://www.ieseg.fr/en/programs/summer)

The information in this brochure was established in September 2020 and is subject to change.

FOR MORE INFORMATION



**LILLE:**

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F-59000 Lille

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F-92044 Paris – La Défense cedex

> Switchboard: +33 (0)3 20 54 58 92 / +33 (0)1 55 91 10 10  
> [www.iesege.com](http://www.iesege.com)



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY