

COSTS

■ Tuition Fees :

The cost of this 4 week intensive program is 1200 euros.

Institutions may also set up a student exchange system to cover the program costs.

■ Accommodation :

Residence accommodation has been arranged at the Residhome Apparthotel in Paris / La Defense. This is in studios with 2 students in the same room. This is billed at around 23 Euro per night. Note that this price doesn't include breakfast. Full details including photos are available on the web-site: <http://www.residhome.com>

■ Some Ancillary Costs :

One month Metro Pass = aprox. 80 Euro

Typical lunch in inexpensive restaurant = 7-10 Euro

Typical Museum entry fee = 5 Euro

Typical Night Club entry charge = 10 -15 Euro

CONTACT

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ebs

EUROPEAN
Summer program



WHEN

May 12 - June 6 2008 (Orientation Day May 13)

WHERE

At the European Business School (EBS),
Paris, France.

PROGRAM

This program will introduce students to the particularities of European business culture, focusing on the realities of doing business in Europe today.

The program is structured into 3 modules:

■ European Marketing

(30 Contact Hours)

1. Marketing in Europe Today
2. Marketing Project

■ European Management

(30 Contact Hours)

1. Management Practices in Europe
2. European Business Intelligence

■ French Cultural Studies

(20 Contact Hours)

1. French for beginners
2. French Culture & Society

GUIDELINES

- Attendance is obligatory
- Total Contact Hours : 80
- Total (US) credit hours : 6
- Total (Europe) ECTS credits : 8
- Classes held 4 days per week
(Monday-Thursday or Tuesday - Friday)
- Two class periods : 9:30 am-12:30 am and
2 pm-5 pm
- English is the language of instruction
- Computer and Internet facilities are provided

BRIEF COURSE DESCRIPTIONS

■ Marketing in Europe Today

This course will provide students with an introduction to what is happening in contemporary European Marketing, with particular emphasis placed on the study of individual cases (e.g. Cartier, Danone, LVMH...). This course will seek to open the horizons of overseas students in terms of what is done here in Europe and what may be applied in their home environment.

■ Marketing Project

A hands on business project which will tie together the other more theoretical strands of the program. Students will be guided by their professor towards the successful presentation of a marketing strategy for a foreign product in Europe.

■ Management Practices in Europe

The different strategies and practices of management in today's Europe will be laid out for students, with particular emphasis on a comparative study of what is done in the E.U and the rest of the world.

■ European Business Intelligence

Students will be introduced to the full panoply of B.I. tools currently in use in the E.U., which will allow students to apply what they have learned to their home environment.

■ French for Beginners

A basic general language course designed to give new arrivals the essentials of the French language : i.e. getting directions, ordering food, basic conversations...

■ French Culture & Society

A course which will introduce students to some interesting aspects of France, Paris and French culture in general. In addition to some essential history, a brief introduction to wine appreciation will be included. Cultural visits will be linked to the content of this unit.