

ebs

EUROPEAN BUSINESS SCHOOL

**EUROPEAN SUMMER PROGRAM**  
**Undergraduate level**  
**2011**



## When

May 15 – June 10 2011 (Orientation Day May 16)

## Where

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

## Program

### Doing Business in Europe

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

The program is structured around 3 modules. European Management, European Marketing, French Cultural Studies.

- European Management (30 contact Hours)  
2 credits
  1. Management Practices in Europe
  2. European Business Intelligence
  
- European Marketing (30 contact Hours)  
2 credits
  1. Marketing in Europe Today
  2. Marketing Project
  
- French Cultural Studies (30 Contact Hours)  
2 credits
  1. French for beginners
  2. French Culture & Society



## Guidelines

- Attendance is compulsory
- Total Contact Hours: 90
- Total (US) credit hours: 6
- Total (Europe) ECTS credits: 8
- Classes held 4 days per week
- English is the language of instruction
- Computer and Internet facilities are provided

## Brief course descriptions

### ● **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.

### ● **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.

### ● **French for beginners**

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

### ● **French Culture & Society**

This course will introduce students to some interesting aspects of France with a special emphasis on Paris and French culture. 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.



## Costs

### ● **Tuition Fees :**

The cost of this 5 week intensive program is 1300 Euros (inclusive of Paris travel pass, transport to and from Paris CDG airport). Institutions may also set up a student exchange system to cover the program costs.

### ● **Accommodation :**

Residence accommodation has been arranged at the Residhom Aparthotel in Paris/La Defense. It consists of studios where 2 students share the same room. Full details including photos are available on the web-site : [www.residhome.com](http://www.residhome.com)

## Contact

Catherine Binaux  
International Coordinator  
EBS Paris  
37, 39 boulevard Murat 75016 Paris France  
Tel. +33 1 40 71 37 37  
[international@ebs-paris.com](mailto:international@ebs-paris.com)

The logo for EBS (European Business School) features the lowercase letters 'ebs' in a stylized, blue, cursive font.

*EUROPEAN BUSINESS SCHOOL*

Centre Auteuil  
37, 39 boulevard Murat  
75016 Paris

Centre Boulogne  
63, rue de l'Est  
92100 Boulogne Billancourt

01 40 71 37 37

[international@ebs-paris.com](mailto:international@ebs-paris.com)  
[www.ebs-paris.com](http://www.ebs-paris.com)