



SUMMER COURSE
**LEISURE AND
LIFESTYLE**

ENTIRELY TAUGHT IN ENGLISH
JUNE 19TH - JULY 7TH 2017



Make an impact

SUMMER PROGRAMME AT EDHEC

An opportunity to gain credit and learn about vital business environments while discovering the south of France

LEISURE AND LIFESTYLE

Consumers and citizens born in mature economies are now transitioning from a work rich/time-poor model to a work balanced/time rich model. The concern with more work/life balance has been manifest in the increase of vacation days, earlier retirement, work contracts based on 3 or 4 days of work rather than 5 and a growing number of products and services responding to a leisure consumer at all stages of life. At a certain level of wealth, people are now able to make the choice to forego wages from work to enjoy leisure and lifestyle pursuits. Particularly noticeable in European democracies where citizens benefit from more vacation days than the world average, leisure is an important part of a maturing capitalist economic model which requires not only production, but continuous consumption.

Free time and affluence available to more and more people have provided numerous opportunities in the economy for creating services and products which serve the pursuit of leisure and quality of life. Some of the key industries generated by free time include health and fitness trends (spas, gyms, sports clubs, organic foods, gastronomy classes and a host of gadgets), do-it-yourself activities (painting, tinkering, sculpting), recreational activities in parks and semi-urban places (pools, golf, mountain bike, rafting), gaming (video games, casinos, second life), participation in artistic events (concerts, dance, theatre and gala events), self-enhancement (beauty, grooming, cosmetic surgery) and hobbies (collecting, documenting, sharing).

Jobs in these industries vary from the idiosyncratic lone entrepreneur to mainstream industries in media, tourism, events, sports, personal services, and retirement with careers ranging from the functional areas of marketing, financial analysis, strategic consulting and corporate communication to new economy niches such as managing personal enhancement services, social media management, the creation of custom activities at resorts and retirement homes, events planning, alternative tourism, coaching, "agritainment and agritourism", hospitality, product development and senior education. Many activities cluster around medical and well-being services such as nutrition, fitness, diet clubs, and walking clubs, whereas others are packaged as touristic and pitched to affluent working populations with means, but little time.

ACADEMIC PROGRAMME

The EDHEC Summer Programme will examine a few mainstream players of the leisure economy, using models based in the region of Nice, Cannes and Monaco as live case studies of the companies and consumers that inhabit the leisure economy. Three focus courses will combine background literature, in situ learning and a consultancy based evaluation framework to become acquainted with this often neglected part of today's economy.

◆ **The economic context of leisure** (15 hours)

This course will see leisure in terms of its macro-economic impact in France and in Europe. Providing a comparative framework for understanding growth markets in leisure and lifestyle products and services, the relative size and potential of different markets and different concentrations throughout France and Europe will be covered. This course will provide a general economic outlook on Leisure Markets in the 21st century (sectors, size, growth potential, key regions, key figures) drawing from a range of examples in lifestyle innovation, ecotourism, work/life balance trends and responses to recession. The development of the Eco-vallée in Nice will be a regional case in point for this course.

◆ **Consuming leisure** (15 hours)

This course will consider consumer analysis and market strategies for leisure and lifestyle considering new consumer profiles, ethics and sustainability trends as well as new service opportunities focused on the affluent and the retired. The course takes a panoramic view on consumer culture analysis methods, information gathering and emerging consumer socio-styles.

◆ **Leisure Research** (15 hours)

This course takes a panoramic view of leisure and lifestyle and requires students to use the practical company visits to think about strategies and opportunities in these markets. With potential projects ranging from music events and sensation sports, to cultural and business tourism, projects can study "leisure" by examining communication strategies, techniques of retro-planning, consumer behaviour, growth opportunities and event management. Research based, this course is spread out over the summer course to guide students in collecting data, asking valid research questions and thinking about opportunities in leisure markets.



CORPORATE PARTNERS AND BUSINESS VISITS

EDHEC benefits from an extensive business network throughout France and Europe contracting our students as interns to French companies who hire our graduates and provide professors with action research topics at the heart of our learning model.

Excursions are planned to take advantage of local resources on the French Riviera and the programme themes are woven into the numerous question/answer possibilities afforded during these special up-close business visits.

MONTÉ•CARLO SOCIÉTÉ DES BAINS DE MER

Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer, has offered for more than 150 years, a unique experience uniting well-being and gastronomy and offers its clients a resort like no other in the world: 4 casinos, including the legendary Monte-Carlo Casino, 4 hotels (Hôtel de Paris, Hôtel Hermitage, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), and 33 restaurants including 4 which have 6 prestigious Michelin stars between them. Known for its nightlife, the Monte-Carlo Société des Bains de Mer Group offers an astounding choice of bars and concert halls. A promoter of new talent and a committed supporter of artistic creation, the Group offers musical entertainment with daring artistic headliners at the Sporting Summer Festival, the Monte-Carlo Jazz Festival, the Rascasse and at the Buddha Bar. Its nightclub, Jimmy'z, is one of the most reputable in Europe and has been for the past 40 years.

With over 3000 employees and up to 500 professions the Monte-Carlo Société des Bains de Mer ranks as the leading employer in the Principality of Monaco and offers skills which guarantees a unique worldwide expertise.

Know more about our partners:
www.montecarlosbm.com



Sociétés MANE (Châteauneuf, France)

In 1871, Victor MANE started producing fragrant materials from regional flowers and plants. Since then, the small distillery which grew successfully to become one of the leading Flavours and Fragrances companies worldwide, has continually been run by the MANE family.

Victor's sons Eugène and Gabriel modernised and developed the business internationally. Maurice MANE took over from his father Eugène in 1959. Under his leadership, the Company increased its production capacity, set up research and analytical laboratories, diversified into flavours for the food industry and developed its international network of subsidiaries.

In 1995, Maurice MANE retired to become Chairman of the Supervisory Board, while his eldest son Jean was appointed President of the MANE Group, and his other son Michel, President of the Americas Region.

MANE employs 5000 people in 34 countries.

25 Manufacturing sites and 43 R&D Centres.

Key figures:

Continuous growth over the years

2014: 769,9€ Millions | 1.022,3 U\$ Million sales

2015: 947,6€ Millions | 1.051,2 U\$ Million sales

www.mane.com

ADDITIONAL SERVICES / EVENTS

- Welcome & farewell gatherings
- One gastronomic experience
- Food tourism (may include visits of olive oil mills, goat's cheese production unit, or other)
- Guided city tour of Grasse with perfume factory and old town
- Tour of Monaco
- Bicycle tour of Nice



FRENCH RIVIERA - A PERFECT DESTINATION FOR A SUMMER PROGRAMME

The Provence-Alpes Côte d'Azur region in France (French Riviera) bordering on Monaco is an ideal location for an academic and cultural summer course offering sea and mountain escapes, a warm climate and an internationally reputed cuisine. A favourite tourist destination for Europeans, the south of France has been innovative in creating leisure and lifestyle offers for the occasional visitor as well as for permanent residents. The Nice airport is the second largest international airport in France with direct links to most major European cities and New York (USA).

ADMISSION

Summer courses are open to upper bachelor level students in good standing (GPA at 3.0 or higher) or graduate students. Students are recruited via the current EDHEC exchange programmes Master and BBA as well as by application for international candidates with no previous ties to the school. Bachelor level 3, 4 and graduates must apply with transcripts and letters of nomination from their home university or a professional reference.

The format is 45 hours of courses, divided into three modules of 15 hours. Each module has a separate evaluation based on a separate aspect of leisure and lifestyle. The entire summer programme (three modules) is worth 6 ECTS or 3 Intl credits. Students not attending the entire course can receive a certificate of attendance, but no credit transfer will be made available.

How to apply:

Please find enclosed the application form.

Deadline for receiving application file: 9th May 2017.

SERVICES TO THE PARTICIPANTS

Summer course participants will be guided and assisted by EDHEC's International Relations Office.

Participants will have access to all campus facilities including

- Computer rooms with free wireless internet access
- Library facilities
- Student cafeteria
- Administrative support

Accommodation:

Registered participants will receive a list of different types of accommodation available near the campus, but students are free to use social media to inquire about typical prices and availability.

Visa:

Students without a European Union or EEA passport must have a visa to study within the summer course. EDHEC's International Relations Office will provide all registered participants an enrolment letter. For further information regarding the visa application process, please contact the French embassy in your country of residence.

PROGRAMME FEES

3-week programme - 6 ECTS (3 international credits) :

Tuition fees* € 3000

Service fees € 400

Total Programme fees € 3400

*Tuition fees are waived for students nominated by EDHEC's partner universities and who participate in the summer course as part of the general exchange agreement. These students only pay the Service fees.

Programme fees include:

Registration fees, a 2-week bus/tram pass for Nice, welcome & farewell events, cultural excursions & social activities, support from EDHEC's International Relations Office, course materials, transportation to company visits, a student card which provides access to libraries, computers, wireless internet, transcript & certificate.

Fees do not include:

Travel costs to & from France; personal insurance; accommodation; personal expenses; books; passports & visas, and anything not listed

Payment of programme fees must be received to confirm registration to the summer course and to receive the enrolment letter, accommodation contacts and any documents eventually required to obtain the student visa.

Cancellation policy

For cancellation before 31st May 2017, 50%, a refund will be made after receipt of the notification by email to kinga.bertoti@edhec.edu

For cancellation as of and after 1st June 2017, no fees are refundable.

Fees paid for the current summer course cannot be transferred to the next year.

EDHEC BUSINESS SCHOOL AT A GLANCE

- 5 campuses: Lille, Nice, Paris, London and Singapore
- 7,000 students with 30000 Alumni in over 120 countries
- More than 150 MBA Graduates per year
- 20 degree programmes: BBA, Master in Management, Masters of Science, MBA, PhD
- 156 permanent faculty with 134 partner universities
- 86% of Professors have International Careers
- 15 Million Euros for Research and Development
- 11 Million Euros Invested in Pedagogical Innovation over the next 2 Years
- 4th Master in Finance Worldwide (Financial Times 2016 ranking)
- EDHEC is in the Top 3 French Business Schools in London (efinancial careers 2016 ranking)
- EDHEC's MBA is in the Top 35 Worldwide programmes (The Economist 2015 ranking)

CONTACT

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