



SUMMER LEARNING EXPEDITIONS IN NICE, FRANCE

ENTIRELY TAUGHT IN ENGLISH

JUNE 15th TO JULY 3rd 2020



Make an impact

INTERNATIONAL SUMMER PROGRAMMES

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

GLOBALISING EUROPE

The Globalising Europe course combines a hands-on business perspective with historical, cultural and economics analysis. Topics of key interest to students unfamiliar with European institutions, nations and the particular problems in constructing a European Union and at the same time, globalising enterprises outside the union will be examined. Through this 3-week course, participants will be acquainted with know-how in European business, economic challenges and the larger political and cultural framework that encapsulates the European Economic Community.

◆ COMPARATIVE BUSINESS MODELS IN EUROPE – 15 hours

The seminar provides students with insights into the complexities of the European environment from business, corporate governance, economic and finance perspectives. The course is organised in four modules discussing different European business models. Participants learn to apply a broad comparative corporate governance lens to understand how doing business in Europe works. Recent challenges in the European economic and business landscape will be covered: the immigration crisis, the Brexit, the euro crisis and the regional independence movement.



◆ CROSS-CULTURAL CHALLENGES: EUROPEAN DIVERSITY – 15 hours

The course considers European cultures in terms of the social factors that impact economies and determine consumption and behaviour. An historical evaluation of how different value systems function economically and the contexts which allow for a successful combination of economic policy and growth allows for gaining perspective on social and cultural change in recent times and understanding how values prompt prosperity, the use of technology and social change. This is an interdisciplinary course drawing from economic history, sociology, political science and cultural studies.

◆ EUROPEAN INSTITUTIONS AND COMMUNITY ORGANISATION – 15 hours

The seminar provides an introduction into the political system of the European Union, its different institutions, and decision-making processes. The genesis of this unique system of multilevel governance will be explained as well as the configuration and competences of the European Commission, Council and Parliament. System reform and consideration of the European experience as a model for other regions of the world will be considered. The course will consist of interactive lectures and role-play in the second part of the course, in which the students will simulate a negotiation in the European Council.



“While considering joining EDHEC, I saw it as a chance to advance my thinking through a global lens, to make connections, and to see the world. The experience took me out of my comfort zone in terms of communicating in a global environment... as well as gaining insight into the complexity of human interaction in an international context. I could not recommend this experience enough.”

Aviv Braun, Israeli

The Hebrew University of Jerusalem, MBA in Business, Management, Marketing and Related Support Services student, class of 2018

LEISURE AND LIFESTYLE

Leisure is an important part of a maturing capitalist economic model. Consumers in mature economies are now able to make the choice to forego wages from work to enjoy leisure and lifestyle pursuits. This is particularly noticeable in European democracies where citizens benefit from more vacation days than the world average. Through this 3-week course, participants will examine a few mainstream players of the leisure economy, using models based in the region of Nice and Grasse 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 emerging 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 culture and the creative industries.



◆ 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.

◆ ENTREPRENEURIAL LEISURE – 15 hours

This course explores leisure innovation, reviewing past and future strategies and opportunities in lifestyle markets. Leisure entrepreneurship includes the prospective research underpinning new lifestyle trends especially free time including games, mobile connections, tourism, well-being, spirituality, exercise, sports, culture, activism and reading. Taking a panoramic view of leisure, the course investigates French specialties in the leisure markets (games, videos, and tourism for example) and proposes a framework for which entrepreneurs and consumers can evaluate, interact and innovate with the many lifestyle options available in mature western democracies.

“I was familiar with EDHEC's excellent reputation through the “Doing Business In (DBI)” exchange partnership with my school, University of North Carolina at Chapel Hill, Kenan-Flagler Business School where I earned my MBA.

When I chose Leisure & Lifestyle summer programme, I knew that I was getting quality instruction and experiences because of EDHEC's supportive business partners and professors. As an already working professional, I was already used to working and attending graduate school year round; attending a summer program was par for the course. Summer is a great time to continue education because the pace of daily campus life is generally more relaxed, which encourages better student-teacher communication, new perspectives, and information retention. I really enjoyed learning about different industries and the unique needs of businesses in a new geographical area, France. I gained exposure to France-based companies and international perspectives that I can contribute to any of my future endeavors. Additionally, having the opportunity to meet other business students from around the world was priceless. I made great connections with my fellow classmates, which really enriched my academic/professional network. I would absolutely recommend it! The EDHEC Summer Programme was a very positive experience and I look back on both my personal and educational memories fondly.”

Adrienne Fraser, American

University of North Carolina at Chapel Hill, Kenan-Flagler Business School MBA Graduate, class of 2018

CORPORATE PARTNERS AND BUSINESS VISITS

EDHEC benefits from an extensive business network throughout France and Europe with companies and consultants who hire our students and provide professors with action research topics at the heart of our learning model. Excursions are planned to take advantage of local partnerships on the French Riviera and programme themes are woven into the numerous question/answer possibilities afforded during these special up-close business visits.



◆ VILLE DE NICE

EDHEC Business School professors and students interact with the city of Nice on projects related to urban development, the promotion of the arts, the monetisation of cultural products and services and the sustainability objectives of France's second tourist destination. Nice is the location of France's second largest airport and caters to an international population of tourist arrivals among Europe's most demanded.

◆ MAMAC

The museum of modern art of the city of Nice is considered one of the major art attractions of the Riviera. Housing contemporary art from around the world, offering special expositions and hosting artistic events, it is the centrepiece of art and architecture for Nice. Summer programme students work on topical issues of interest to the sustainability of the art museum within the city of Nice ranging from marketing, digital strategy, corporate communication, sponsorship and fundraising.



◆ 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.

◆ GROUPE ELIS

Elis industries is a multinational service provider who has based its excellence and experience on acquired competency in the hotel, tourism, catering and restauration industries across the world. Services range from housekeeping, canteen services, and gourmet food to entire provision service chains for five star hotels. A major player in France's tourism industry, Elis is a top employer for services around the world.



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“I have never been out of the United States. With that being said, I chose this programme because I wanted to get a better understanding of “who we are and how we value things in life”. I also believe this experience will give me an advantage in business as well as bring opportunities from other areas around the world. After this programme, I would like to come back and share with others the valuable knowledge that I have received along with gaining invaluable time visiting Nice, France.”

Jennifer Buie, American

University of North Carolina at Chapel Hill, Kenan-Flagler Business School, Masters of Accounting Programme, Senior GL Accountant, class of 2019



PRACTICAL INFORMATION

ADDITIONAL SERVICES/ EVENTS

- Welcome & farewell gatherings
- One gastronomic experience
- Food tourism (may include visits to olive oil mills, goat cheese dairy and farm, etc.)
- Guided city tour of Grasse with perfume factory and old town
- Business Tourism
- Bicycle tour

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 learning expedition 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 capital cities worldwide.

SERVICES TO PARTICIPANTS

Summer learning expedition participants will be guided and assisted by EDHEC's international relations office.

ACCESS TO

- Computer rooms with free wireless internet access
- Library facilities
- 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.

ADMISSION

Globalising Europe applications are open to postgraduates students, Leisure & Lifestyle applications are open to undergraduates students. Students are recruited via the current EDHEC exchange programmes as well as direct international candidates with no previous ties to the school. Applicants may be asked to provide credentials in English (TOEFL, IELTS or TOEIC) to supplement their application.

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

HOW TO APPLY

Application form available to download on:

summer-courses.edhec.edu/apply-now

Application deadline:

May 15th 2020.

PROGRAMME FEES

3-WEEK PROGRAMME - 6 ECTS (3 international credits):

- Tuition fees* € 2 500
- Service fees € 500
- Total Programme fees € 3 000

PROGRAMME FEES INCLUDE

Registration fees, a 1-month public transport 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.

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

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 learning expedition and to receive the enrolment letter, accommodation contacts and any documents eventually required to obtain the student visa.

CANCELLATION POLICY

For cancellation before May 31st 2020, a 50% refund will be made after receipt of the notification by email to lnaam.hojiej@edhec.edu.

For cancellation as of and after June 1st 2020, no fees are refundable.

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



"I am an engineer who would like to further myself in Business Finance. It was not hard to choose EDHEC Nice Campus for my exchange being the 3rd ranking School of Business in the world in Finance, FT 2019 ranking, offers great insight into the European markets, and with a stunning location in the French Riviera, where else would you rather be? The world is rapidly changing, protectionism and political polarisation are rapidly changing the global markets, how should a business adapt in these times? This programme dissects the cultural, language and institutional aspects of the single European market and is essential knowledge to do business within the single market. We also produced a case study for fragrance and flavor consultants that advise the local business clusters of fragrance and flavour in Grasse."

Alex Ma, Australian

Queensland University of Technology, Master of Business (Applied Finance) graduate, class of 2019



EDHEC SUMMER LEARNING EXPEDITIONS

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