



4 WEEK SUMMER PROGRAM - PARIS

Intensive French Language Course

+

Fashion & Luxury Goods Marketing

The French Wine Business

French Culture & Identity

International Business and Management School - Paris
www.ciece.fr



Bienvenue ! Welcome !

On behalf of CIECE, I would like to thank you for your interest in our Summer Program. This unique course is designed to rapidly improve your French language skills, introduce you to the cultural scene in France today and to give you an insight into the modern French business world.

Drawing on our experience as one of Europe's leading Business Schools, our Summer Program offers a unique and exciting opportunity to improve your knowledge of the French language and culture whilst also earning 12 extra ECTS university credits. We offer:

- **Intensive French language tuition**, catering for all levels - 54 hours, 8 ECTS.

2 of the following options:

- **Fashion & Luxury Goods Marketing** (in English) - 16 hours, 2 ECTS.
- **The French Wine Business** (in English) - 16 hours, 2 ECTS.
- **French Culture & Identity** (in French, for intermediate students and above and in English for students below the intermediate level) - 16 hours, 2 ECTS.

Our Summer Program is complemented by organised cultural activities and the opportunity to discover independently the wonderful city of Paris. In the company of your international classmates you will be able to soak up the history, culture and traditions of France by visiting Paris' museums, galleries and other attractions. Studying for a month in Paris, the most visited city in the world, will be an unforgettable cultural and educational experience.

We will look forward to you joining us on this year's Summer Program and to making your time in France as rewarding and as enjoyable as possible.

Sincerely,

Yves Marmiesse
Deputy CEO - Groupe ESCE



Located at the heart of La Défense, Groupe ESCE offers French students and international students alike the chance to study and enhance their marketable skills right at the centre of Europe's largest purpose-built Business District.

There are 3 schools in **Groupe ESCE**:

- ➔ **ESCE** is a French *Grande Ecole* International Business School which offers international students the chance to study for a 2 year Masters Program, in English and alongside their French peers. Founded in 1968, ESCE was the first privately run business school in France to focus on international business & management.
- ➔ **CIECE** offers partnership masters programs, summer programs and bespoke study packages at both undergraduate and graduate level for international students, partner universities and other visiting groups.
- ➔ **Formatex** offers programs aimed at working adults who wish to continue their education in the sphere of International Business.

Paris-La Défense

The La Défense business district is located just to the west of Paris and is the main centre for international business in France. Often compared to London's City or Canary Wharf, it is purpose-built and modern, also being a showcase for architectural innovation and design, with the iconic Grande Arche perhaps its best known landmark.

Our neighbours include over 1,500 French and international businesses employing over 180,000 people. Companies such as IBM, Total, Société Générale, KPMG and AXA have all chosen to base themselves here, in part due to the excellent infrastructure giving access to the area by Metro, tramway, high speed suburban trains, bus and car.

In addition to corporate business, La Défense also contains large shopping malls, cinemas, restaurants, hotels and private housing – everything needed to make it a self-contained city within a city.

The school is situated inside the Pôle Universitaire Léonard de Vinci. Built in 1995 and providing a modern and inspiring setting in which to study, it is the only building in La Défense dedicated solely to education and academia. University Residences for students and visiting faculty are located a stone's throw from our campus building.



Program Overview

The Summer Program consists of intensive French language tuition in the mornings, and then a choice of 2 out of 3 specialised options in the afternoons.

The French language classes cater for all levels from beginner through to advanced. A web based language test will enable us to place you in an appropriate group at the beginning of your stay with us.

Of the three afternoon options, we offer two business related courses taught in English that focus on characteristically French industries: one focuses on the wine business, the other on the fashion and luxury goods industry.

The third option is a course designed to introduce the international student to French culture and identity. This is taught in French and so is only open to students with an intermediate level of French or above.

→ COURSE 1: FRENCH LANGUAGE COURSES

Prior to arrival in Paris, students will be provided with an assessment test to place them at the appropriate level.

Beginner's Level

This course is open to students with little or no previous knowledge of the French language. The goal of this program is for students entering at this level to properly develop their everyday language skills whilst discovering more about French culture. At the end of the course, participants are expected to be able to present themselves and others, describe events that have taken place and also be comfortable in everyday situations such as going to restaurants, shopping, using public transport, etc.

Intermediate Levels and above

These courses are intended for students who have already obtained a good basic knowledge of the French language, and who wish to improve their in-depth writing and oral communication skills. The aim of these courses is for students to expand on the basic skills they possess to the point where they are confident in a whole host of situations. This will include being able to confidently communicate in a professional environment. At the end of the course, participants are expected to be able to comfortably debate a variety of topics, express their views on different situations, and understand the main ideas presented in newspapers or on the television news.

Teaching Approach: using a practical approach to learning, the students will focus on communication skills through role plays. In addition to the in-class dialogue exercises, weekly cultural activities will also allow the students to practice what they have learnt in class.

CIECE SUMMER PROGRAM



ELECTIVE COURSES:

Choose two of the following three options:

→ COURSE 1: THE FRENCH WINE BUSINESS

Taught in English by industry professionals, this course provides an in-depth introduction to the French wine industry and an overview of strategic issues surrounding French wine today. As part of the course, you will learn about the regional factors influencing how wine is made, and through tastings you will learn to better appreciate the results. Through case studies looking at the economics and marketing of wine, you will also learn how France's wine industry has evolved and how it is reacting to the emergence of global competitors in an expanding marketplace. These two sides of the same fascinating subject will enhance your understanding of both local French traditions and also the impact of globalisation on the food and drink industry.

→ COURSE 2: FASHION & LUXURY GOODS MARKETING

This course looks at the Fashion & Luxury Goods market with a particular emphasis on iconic French brands such as Chanel, Dior and Yves Saint Laurent. Beginning with key concepts and a look at the historical background of the industry, students will study different sectors including Grand Couturier, Jewellery and Perfume. The course will use case studies to understand the marketing strategies used to target the unique customer profile found within the luxury goods industry. Areas of study will include brand management, product portfolio and pricing, marketing and communications and advertising analyses. This course is also taught in English.

→ COURSE 3: FRENCH CULTURE & IDENTITY

This course is designed to introduce students to aspects of French culture, history and identity through a study of historical and cultural events that have had an impact on the physical and psychological landscape of France and particularly in Paris. Taught in French and in English, this course will complement the language program undertaken in the mornings. By focusing on Paris, students will be encouraged to explore the city itself, as well as its museums and galleries, to further enhance their learning experience.

AN OVERVIEW OF A TYPICAL WEEK

Classes run from Monday to Friday as follows (some weeks, the schedule may vary):

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.30AM - 12.30PM French Class	9.30AM - 12.30PM French Class	9.30AM - 12.30PM French Class	9.30AM - 12.30PM French Class	9.30AM - 12.30PM French Class
2.00PM - 6.00PM Management Class	2.00PM - 6.00PM Management Class	2.00PM - 6.00PM French Culture	Organised Cultural Activity	Free Afternoon



Program Dates

Suggested arrival date	Sunday, June 24 th , 2012
Start date of the Summer Program	Monday, June 25 th , 2012
End date of the Program	Friday, July 20 th , 2012
Check-out date from Residence	Saturday, July 21 st , 2012

→ Cultural Activities:

Weekly cultural activities are organised as part of the Summer Program. Activities will be organised with the aim of highlighting different aspects of French culture and traditions.

→ Activities include but not limited to:

- Guided visits of Paris' famous museums and monuments.
- Wine & cheese evening, sampling specialities from the different regions in France.
- A guided visit of some of the region's historical sites.
- A visit of a traditional and well known neighbourhood with an explanation on the background of the area.

→ European Credit Transfer System (ECTS):

Our summer program courses are assigned ECTS (European Credit Transfer System) status.

The credits are as follows:

- **French Language Courses** 8 ECTS
- **The French Wine Business** 2 ECTS
- **Fashion and Luxury Goods Marketing** 2 ECTS
- **French Culture & Identity** 2 ECTS

→ Transferring ECTS credits to your home university:

Students are able to transfer these credits to their home universities. Detailed program descriptions and outlines will be provided to the students to facilitate the credit transfer process. However, it is the responsibility of the student to follow up with their home institutions during the transfer process.

Please note that you do not have to be a current university student to participate in this course.

→ Language Assessment Test:

Upon registration, all participants are required to take an online language assessment test. This will permit the program organizers to place the participants in the appropriate levels for the language course.

→ Registration Procedures:

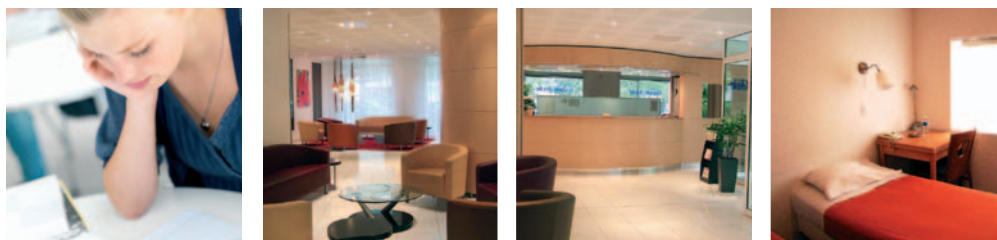
Application forms can be downloaded from our website at www.ciece.fr (under summer programs). Registrants will be notified by email and by regular postal mail to confirm their place in the program. The registration confirmations are usually sent out within 2 weeks of receiving your application.

→ Program Requirements:

The program is opened to anyone who has completed their high school diploma and is of legal age in their home country and who is interested in learning the French language and culture with a twist of business.

CENTRE INTERNATIONAL D'ÉTUDES SUR LE COMMERCE EXTÉRIEUR

ESSENTIAL INFORMATION



➔ Program Tuition Fee Chart:

Courses	Credits	Contact hours	Tuition Fee
French Language	8 ECTS	54 hours + cultural activities	€ 1,850
2 from the following:			
- The French Wine Business	2 ECTS	16 hours	
- Fashion and Luxury Goods Marketing	2 ECTS	16 hours	
- French Culture & Identity	2 ECTS	16 hours	

➔ Program Fees:

The program fees are proposed as a package and include:

- Welcome Lunch
- Weekly cultural visits/activities
- Computer accounts at the school
- Access to the gym at the school
- Access to the school library
- Official transcript of grades
- Certificate of participation

➔ Accommodation:

Accommodation is not included in the above price but we can arrange accommodation for you in a private residence building 5 minutes away on foot from our school building. Studio suites are available on a sharing basis with two people per studio. Due to limited spaces available, we strongly encourage you to contact us as soon as you decide to participate in the Summer Program in order to reserve accommodation through the school.

- Included in the accommodation package:

- Studio with 2 single beds, en suite bathroom.
- Fully equipped kitchenette in every studio.
- Clean & modern facilities, including bed linen, towels, etc.
- Great location, 5 minutes on foot from the school.
- Internet in rooms.
- Launderette.

- Accommodation Fee

- Please contact: international@ciece.fr

We may be able to advise on alternative accommodation. Please feel free to contact us should you have any further queries.



➔ Application Deadline: April 30th, 2012



CIECE

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By RER: Line 1 - La Défense Grande Arche Station

By Bus: Bus# 73 - "Léonard de Vinci" bus stop

By Train: La Défense Station

By Car: Boulevard circulaire de la Défense, Exit N° 6

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