

## Summer Session 1: PARIS

Students choose one of the following options – both options total 7.5 credits in Paris.

- Option A) Intensive French + 1 elective course
- Option B) 3 elective courses

### FRENCH LANGUAGE COURSES

#### **INTENSIVE FRENCH LANGUAGE – 5 credits**

Prior to arrival in Paris, students will be provided with an ESCE placement test online.

**BEGINNER 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 & 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.

#### **SURVIVAL FRENCH – 2.5 credits**

### ELECTIVE COURSES (Taught in English)

#### **ECON 498 European Union Economics – 2.5 credits**

Understanding European economic integration requires not only economics, but also essential aspects of European history, institutions, laws, politics and policies. This course aims at providing an accessible presentation of the essential background of the EU construction, its main policies and controversies that are necessary to understand Europe's economic integration process.

#### **INTB 481 International Relations and Global Risks – 2.5 credits**

The purpose of this course is to introduce current events in the appropriate way to help the future managers to deal with the complex international environment; to study the economic, societal, geopolitical and environmental risks affecting the international relations today, such as the risks of global economic crisis, global governance failure, economic disparity, state fragility, proliferation of weapons of mass destruction, escalation of armed conflicts, climate change, resource scarcity and food crisis; to provide students with some methodological tools (Human Development Index, Gini index, Global Competitiveness index, Globalization index, Failed state index, Corruption perception index, etc.) allowing them to study countries' political and economic stability and the competitiveness of their business environment.

#### **BUSN 481 Cross Cultural Management – 2.5 credits**

By the end of this course, students will understand that there is not "one" way of managing and organizing, as well as better apprehend the other's culture, their own culture and culture differences in general. Besides providing tools in identifying cultural dimensions, these lectures are illustrated with real-life examples that give useful cultural hints as well as role-plays and interactive games where the participants may ask all the questions about the alien culture they always wanted to ask without daring to. Examples used throughout the course are principally illustrating cultures from Europe and North America, but also Asia, Africa and South America.

### **HRM 465 International Tourism and Destination Management – 2.5 credits**

The objectives of this course include: knowledge about the evolution of the Travel and Tourism industry and the current trends of the tourist's consumer behavior; understand how a country can create a competitive advantage through destination marketing and management; apply their skills and knowledge in getting the travel and tourism product to the customer; understand their own values and attitudes in relation to the T&T industry issues.

### **HRM 465 THE FRENCH WINE BUSINESS – 2.5 credits**

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 globalization on the food and drink industry.

### **DSMR 465 FASHION & LUXURY GOODS MARKETING – 2.5 credits**

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, Jewelry 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.

### **IAS 360 FRENCH CULTURE & IDENTITY – 2.5 credits**

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.

## **ELECTIVES COURSES (Taught in Spanish) SPAN 203 prerequisite**

### **MTKG 498 E-Business (taught in Spanish) – 2.5 credits**

Internet and new information technologies have completely changed the sale and promotion of products and services. It is for them that professionals and executives of the future must know the emergent channels to perfection, this way create a correct corporate strategy. Students will create a final project applying and adapting tools learned in the course, to their business plans, in order to obtain a commercialization and successful promotion of their project.

### **INTB 481 Corporate and International Trade (taught in Spanish) – 2.5 credits**

The purpose of this course is to identify and understand the legal framework of international trade; to assimilate the techniques and rules of trade performance internationally; to understand the scope of international trade; analyze relevant case studies and propose solutions appropriate to each situation studied in this course; and solve practical cases in group work.

## Summer Session 2: LONDON

Students choose 2 of the following 3 courses for a total of 9 credits in London:

### **CULA 465 FOODS, SOCIETY, & CULTURE IN BRITAIN – 4.5 credits**

This course is focused on the complex relationships between food and cuisine and society and culture and how they shape and influence each other. Drawing from the disciplines of food studies, intercultural communication, anthropology and sociology, students will have the opportunity to engage with *food as culture* – in theory and in practice. Through this course, students will examine major contemporary issues around food, the history and forms of cuisine in the UK, and food as an important cultural phenomenon in all societies. Britain will be the main example, with London as a particular lens. This is essentially a classroom-based course, but it has a high level of engagement with London. Visits and tastings will be arranged as appropriate to enhance understanding of flavors and the composition of British culinary tradition. In addition, students will be expected to participate in critical analysis about food in the UK (and their home country and the world); food is controversial and stirs individual and national passions alike. What sort of a culinary professional do you intend to be and what choices will you make?

### **ENGL 315 SHAKESPEARE AND ELIZABETHAN ENGLAND – 4.5 credits**

Students taking this course will be introduced to the life and work of William Shakespeare and his contemporaries through lectures, workshops, field trips and theatre visits. Shakespeare and Elizabethan Literature is designed to help students to understand the fascinating social and historical background to some of the most famous, most compelling poetry and drama ever written. The course begins by studying the conventions of Elizabethan love poetry and considering the sexual stereotypes addressed by writers such as Marvell, John Donne and Christopher Marlowe (a poet and playwright who met his end in a bar brawl.) Students will go on to read and watch performances of two of Shakespeare's plays. Shakespeare wrote drama that entertained but also confronted his audiences. By studying plays such as the comedy *Twelfth Night* and the tragedy of *Macbeth* students will be introduced to the following topics: the power struggles between Elizabethan men and women; the influence of carnival and cross dressing; the use of sexual innuendo on Shakespeare's Stage; the history and style of Elizabethan acting; the representation of witchcraft and dramatization of rebellion and violent conflict. The course also involves a visit to the recreation of the Globe theatre on the banks of the river Thames (a theatre where Shakespeare wrote and performed plays after 1599) and a walking tour of Shakespeare's London. This course is suitable for any student interested in knowing more about Shakespeare and his fellow writers.

### **MKTG 344 PROFESSIONAL PERSONAL SELLING – 4.5 credits**

Prepares students for business-to-business personal selling careers. Uses role-playing and experiential exercises to teach the latest strategies and tactics in prospecting and qualifying, planning sales calls, approaching prospects, making sales presentations, negotiating resistance, confirming and closing "win-win" agreements, and servicing customers to ensure satisfaction.