



STUDY BUSINESS IN PARIS THIS SUMMER

3 DIFFERENT CERTIFICATE PROGRAMS* TO CHOOSE FROM:

- Doing Business in Europe
- Digital Entrepreneurship in the New Economy
- Fashion, Luxury & Art Management

*worth 8 ECTS

Program dates: **July 2nd to July 26th, 2018**

Registration deadline: **May 15th, 2018**

Contact: summer@pariseiffel.fr

<http://summer.pariseiffel.fr>

DIGITAL ENTREPRENEURSHIP IN THE NEW ECONOMY

Certificate awarded by: EBS PARIS

Welcome event: July 2nd, 2018 (morning)

Start date of courses: July 2nd, 2018 (afternoon)

End date: July 26th, 2018

Certificate Ceremony: July 26th, 2018

Total ECTS: 8 **Total contact hours:** 72

Program requirement: be at least 18 years of age with basic business knowledge

Program location: EBS PARIS - Campus Eiffel I, 10 Rue Sextius Michel, 75015 Paris, France

Language of instruction: English

PROGRAM FEE: 1,850€

FEE INCLUDES:

- Orientation / Welcome Event
- Weekly cultural visits / activities
- Computer accounts at the school (WIFI access)
- Access to the school's Media Center
- Official transcript of grades
- Program Certificate
- Certificate Ceremony

PROGRAM OVERVIEW / OBJECTIVE:

This program will focus on the main skills and tools required to successfully start a business and understand the major challenges of the digital economy. The program is structured around 3 modules: Business Prototyping, Business Planning and Financing, Business Growth Hacking.

CONTACT

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PROGRAM COURSE LIST

Course Title	ECTS (credits)	Contact hours	Level (undergraduate or graduate)
Business Prototyping	3	24	undergraduate
Business Planning and Financing	3	24	undergraduate
Business Growth Hacking	2	24	undergraduate

COURSE 1: Business Prototyping

Course Title	Business Prototyping
Learning outcomes	Understand how to test a business idea on the market
Pre-requisites	Basic business knowledge

COURSE OUTLINE:

The objective is to use online tools and available data in order to build models and simulations that will help students explore and validate new business ideas in a risk-free environment. These models will serve as guidelines when putting strategies into action in a creative and fun way.

COURSE 2: Business Planning and Financing

Course Title	Business Planning and Financing
Learning outcomes	Understand how to raise money for a startup
Pre-requisites	Basic business knowledge

COURSE OUTLINE:

The critical elements of a business plan will be explained in detail to participants and many types of financing will be discussed. Participants will also be informed on how loans are assessed, and will be provided with tangible examples of common reasons why loans are refused.

COURSE 3 : Business Growth Hacking

Course Title	Business Growth Hacking
Learning outcomes	Understand how to grow your sales online
Pre-requisites	Basic business knowledge

COURSE OUTLINE:

Growth Hacking is a process of rapid experimentation across marketing channels and product development to define the most effective, efficient ways to grow a business. The objective is to analyze the entire customer journey to identify bottlenecks in the conversion funnel.

DOING BUSINESS IN EUROPE

Certificate awarded by: EBS PARIS

Welcome event: July 2nd, 2018 (morning)

Start date of courses: July 2nd, 2018 (afternoon)

End date: July 26th, 2018

Certificate Ceremony: July 26th, 2018

Total ECTS: 8 **Total contact hours:** 78

Program requirement: be at least 18 years of age with basic business knowledge

Program location: EBS PARIS - Campus Eiffel I, 10 rue Sextius Michel, 75015 Paris, France

Language of instruction: English

PROGRAM FEE: 1,850€

FEE INCLUDES:

- Orientation / Welcome Event
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PROGRAM OVERVIEW / OBJECTIVE:

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, International Human Resource Management and French Cultural studies.

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PROGRAM COURSE LIST

Course Title	ECTS (credits)	Contact hours	Level (undergraduate or graduate)
European Management	3	27	undergraduate
International Human Resource Management	3	27	undergraduate
French Cultural Studies	2	24	undergraduate

COURSE 1: European Management

Course Title	European Management
Learning outcomes	Understand main differences in management theory, management styles and work cultures in Europe Learn the basic tools for international development in Europe
Pre-requisites	Basic business knowledge
Recommended readings	Suder, Gabriele. <i>Doing Business in Europe</i> . SAGE. Daniels, John & Lee Radebaugh. <i>International Business</i> . Pearson.

COURSE OUTLINE:

Management Practices in Europe

The different strategies and practices of management in today's Europe will be outlined, with particular emphasis on a comparative study of what is done in the E.U. and the rest of the world.

European Business Intelligence

The full range of B.I. tools currently in use in the E.U. will be presented. It will allow students to apply what they have learned to their home environment.

COURSE 2: International HR Management

Course Title	International Human Resource Management
Learning outcomes	Analyze and articulate how students would approach a global and/or country specific human resource assignment using key concepts taught in the course Apply human resource techniques to achieve the cost, people and timeline expectations of the business while evaluating the strategic risks Exhibit writing and speaking skills displaying coherent, analytical and persuasive communication delivery styles
Pre-requisites	Basic business knowledge

COURSE OUTLINE:

This course reviews various global human resource subjects with particular emphasis on the executive leadership challenges associated with managing a workforce in and/or across Europe, Asia and North America.

The topics include job analysis, human resource planning, recruitment, selection, performance appraisal, training / development, compensation / incentives, discipline and grievance procedures, diversity, unique geographical requirements such as equal employment, and organization culture.

COURSE 3: French Cultural Studies

Course Title	French Cultural Studies
Learning outcomes	Communicate in simple daily life situations Discover French culture through arts, architecture and the history of Paris

COURSE OUTLINE:

Survival French

This course is designed to give students the must-knows of French language: i.e. asking directions, ordering food, basic conversation...

French Culture & Civilization

Interesting aspects of France with a special emphasis on Paris and French culture will be addressed in this course. Cultural visits will be linked to the content of this unit.

FASHION, LUXURY & ART MANAGEMENT

Certificate awarded by: EBS PARIS

Welcome event: July 2nd, 2018 (morning)

Start date of courses: July 2nd, 2018 (afternoon)

End date: July 26th, 2018

Certificate Ceremony: July 26th, 2018

Total ECTS: 8 **Total contact hours:** 72

Program requirement: be at least 18 years of age with basic business knowledge

Program location: EBS PARIS - Campus Eiffel I, 10 rue Sextius Michel, 75015 Paris, France

Language of instruction: English

PROGRAM FEE: 1,850€

FEE INCLUDES:

- Orientation / Welcome Event
- Weekly cultural visits / activities
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PROGRAM OVERVIEW / OBJECTIVE:

Summary

This program will introduce students to the fundamentals of fashion, luxury and art management.

The program is structured around 3 modules: Fashion Management, Luxury Goods Management, Art Management and combines courses, cultural visits and workshops.

It will allow students to gain better knowledge and understanding of the culture and the economy of these sectors, to study brands and their history and to become familiar with key sectors of French heritage.

Key Words

Knowledge & understanding of the French heritage

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PROGRAM COURSE LIST

Course Title	ECTS (credits)	Contact hours	Level (undergraduate or graduate)
Fashion Management	3	24	undergraduate
Luxury Goods Management	3	30	undergraduate
Art Management	2	18	undergraduate

COURSE 1 : Fashion Management

Course Title	Fashion Management
Course Objectives	<p>To know and understand the fashion industry:</p> <ul style="list-style-type: none">• Overview of the market and focus on some iconic brands• History & culture• Trends, creation, innovation and know-how• Brand strategy & development• The market of fashion : France & Italy, different approaches / different business models• Distribution & retail
Pre-requisites	Basic knowledge in marketing & business
Recommended readings	<p>Okonkwo, Uche. <i>Luxury Fashion Branding: Trends, Tactics, Techniques</i> Jin, Byounggho & Elena Cedrola. <i>Fashion Branding and Communication: Core Strategies of European Luxury Brands.</i> Cox, Caroline. <i>Luxury Fashion: A Global History of Heritage Brands.</i></p>

COURSE OUTLINE:

The course will provide a solid foundation in management, applied to the fashion sector: marketing, strategic and operational approach. It will allow students to better understand and make use of the value of a brand. It will also provide a deep knowledge of creation: culture of fashion, of design and an understanding of the creative process. The course will include a visit of the new Yves Saint Laurent Museum (and maybe other visits, TBC).

COURSE 2 : Luxury Goods Management

Course Title	Luxury Goods Management
Course Objectives	<p>To know and understand a heterogeneous sector</p> <ul style="list-style-type: none">• History and notion of luxury: What is luxury?• The luxury market: players and sectors• Luxury & crafts• An introduction to luxury marketing : key concepts and specificities, tomorrow's challenges• The consumers of luxury• Sustainable luxury• Premium strategy vs luxury strategy : fragrance vs jewelry
Pre-requisites	A basic knowledge of marketing & business
Recommended readings	<p>Kapferer, J.N. <i>Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare.</i> Som A. & C. Blanckaert. <i>The Road to Luxury: The Evolution, Markets, & Strategies of Luxury Brand Management.</i></p>

COURSE OUTLINE:

Before discussing luxury management, we need to understand what luxury actually is. What is its history and its environment? We will then address the specific strategies of this diversified sector and how it needs to meet the challenges of tomorrow. This course also includes specific visits such as Musée du Parfum (and maybe temporary exhibitions or fairs, TBC).

COURSE 3 : Art Management

Course Title	Art Management
Course Objectives	<p>To reconcile all the practical aspects of running a business without stifling the artist's creativity:</p> <ul style="list-style-type: none">• Overall view of the market: art and private / public cultural institutions, entertainment market• The role of art towards society: inspire ideas, educate, shape nations and peoples' identities, etc.• The need for management: project management, staff management (teams and artists), marketing, funding, etc. <p>To discover some of Paris's best museum exhibitions, theaters and galleries.</p>
Pre-requisites	A basic knowledge in marketing & business
Recommended readings	<p>Byrnes, William. <i>Management and the Arts.</i></p> <p>Walter, Carla. <i>Arts Management: An Entrepreneurial Approach.</i></p> <p>Walmsley, Ben. <i>Key Issues in the Arts and Entertainment Industry.</i></p>

COURSE OUTLINE:

Museums, art galleries, theaters, opera houses are all institutions. As such, they are legal entities who need to meet legal, economical and organizational requirements to exist and operate within society (just like entertainment companies). Arts Management's role is to help art institutions, both for-profit and non-profit, meet those requirements. Besides, art institutions often face budget and technical constraints that will also be discussed in this course.