



ICN

Business School
nancy | metz

SUMMER PROGRAM



CREATIVE THINKING MAKES THE DIFFERENCE*

*La créativité fait la différence



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ICN Business School Summer Program is four weeks of high level classes and other activities held in 3 different campuses. The whole program is designed to support your learning and understanding of business subjects.

You will meet lecturers who are passionate about the topics they teach and research. You will also have the opportunity to visit companies, monuments and European institutions.

Come to benefit from our expertise and learn with us.

Dr. Kamel MNISRI
Head of the Program

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PRACTICAL INFORMATION

Assessment

Assessment will be provided during the program. A journal may also be required. Students can earn up to 12 credits (2 ECTS credits per module in a total of 6, 2 ECTS credits for a final report, 2 ECTS credits for French as elective). For more details, please contact your local study abroad advisor.

Organization

Accommodation

Students are accommodated in a student residence. Students have their own individual rooms. Meals are at the university cafeteria and at the residence hall. Students will receive tickets good for meals at the university cafeteria. Of course, whenever desired, a student may go have a meal in a local restaurant, at the student's cost.

Program location

Metz // ICN Business School - Metz Campus - 3 place Édouard Branly - FR 57070 METZ Technopôle

Nancy // ICN Business School - Nancy Campus - 13 rue Michel Ney - FR 54037 NANCY Cedex

Nürnberg // ICN Business School - Nürnberg Campus - Maxfeldstraße 9 - D-90409 NÜRNBERG - Germany

How to apply?

If you are a student from an ICN partner university, please apply through your home institution. If your university is not a partner of ICN, please contact the International Relations Office.

For more information, please contact your local study abroad supervisor.

The cost does not include the airfare from your home country to France, any transportation cost to Metz, personal expenses, insurance, visa or passport fees, home university fees.



2 700 STUDENTS,
including
800 INTERNATIONAL
STUDENTS



4 CAMPUS:
METZ AND NANCY (France),
NÜRNBERG (Germany),
CHENGDU (China)



Over
145 PARTNER
UNIVERSITIES
in
51 COUNTRIES



70 FULL-TIME
PROFESSORS
and
17 AFFILIATED
PROFESSORS



50 VISITING PROFESSORS
PER YEAR



300 BUSINESS
PROFESSIONAL
TEACHERS



4 REPRESENTATION OFFICES:
1 IN WEST AFRICA
1 IN LATIN AMERICA
2 IN CHINA



2 LIBRARIES
24 000 BOOKS
10 000 DIGITAL
PERIODICALS

IN 2015





DISCOVER FRANCE AND EUROPE EVERY YEAR IN JUNE AND JULY

- ➡ During the first three weeks, classes alternate with professional and cultural visits.
- ➡ During the fourth week, students travel to Nürnberg, Paris and Strasbourg for more cultural and educational visits.

PROGRAM STRUCTURE

The program includes a minimum of 70 teaching hours, visits and French lessons as elective, divided into the following modules and concentrations.

<p>PART 1 All modules are mandatory</p>	<p>➡ MODULE 1: EUROPEAN INSTITUTIONS</p> <ul style="list-style-type: none"> • European Union Institutions • Geography of Europe • Russians and Europeans • The UK and the EU • Geopolitics • French Civilization: An introduction to the basic elements of French society • French History: History of France from Louis XIV to Modern France 	<p>➡ MODULE 2 : MANAGEMENT & BUSINESS IN EUROPE</p> <ul style="list-style-type: none"> • European Culture and Identity • Managing Across Borders • Doing Business in France • Doing Business in Southern Europe • Doing Business in Eastern Europe • Business Sustainability 	<p>➡ EDUCATIONAL VISITS</p> <ul style="list-style-type: none"> • Visit of Metz Cathedral and City • Visit of Metz Centre Pompidou Museum • Visit of Strasbourg European Parliament and City • Visit of Luxembourg Court of Justice of the European Union and City • Visit of Brussels European Commission • Visit of Eiffel Tower – Bateaux Mouches • Visit of Versailles or Louvre Museum
<p>PART 2 Students choose one among 3 concentrations</p>	<p>➡ EUROPEAN MANAGEMENT CONCENTRATION</p> <ul style="list-style-type: none"> • Organizational Behavior • International HRM • HRM in Europe • Managing Sports SMEs in Europe • Managing Creativity • Leadership in Europe • International Negotiation • Company Visit 	<p>➡ EUROPEAN MARKETING CONCENTRATION</p> <ul style="list-style-type: none"> • International Marketing Strategy • Communication and Advertising in Europe • International Pricing and Distribution • Product Development and Innovation • Managing Luxury Brands • Interactive Modelling • Company Visit 	<p>➡ EUROPEAN MANAGEMENT OF LUXURY CONCENTRATION</p> <ul style="list-style-type: none"> • Introduction to Luxury Management • Luxury Brands Management • Design • Sustainable Luxury • Sourcing for Luxury Market • Company Visit
<p>PART 3 All modules are mandatory</p>	<p>➡ MODULE 4: GERMAN ECONOMY</p> <ul style="list-style-type: none"> • SMEs and Family Business in Germany • Innovation Management in Europe: German Perspective • East European Management studies • New history of Germany • Company Visit 		

ABOUT ICN BUSINESS SCHOOL

// Metz



- ▶ Metz is a city of water, as the Moselle river runs close to its center.
- ▶ Metz is a garden city, with parks and other green areas penetrating the city center. Its 470 hectares of green spaces make Metz one of France's most floral cities.
- ▶ Metz is also a city where the many pedestrian zones create a pleasant environment to live in.
- ▶ Metz is a city of art. The Centre Pompidou, for example, is a renowned center hosting exhibitions of the prestigious collections from the National Gallery of Modern Art (*Musée National d'Art Moderne*) which attracts visitors from all over Europe.
- ▶ The ICN campus is located at the Metz Business Park (*Technopôle de Metz*), which has attracted numerous French and international companies to set up there, along with a number of other Graduate Schools (SUPELEC, Georgia Tech, ENSAM, etc.).
- ▶ The Metz Métropole Enterprise Center (*la Maison de l'Entreprise*), dedicated to entrepreneurship, is located at the heart of the ICN campus.

// Nancy



- ▶ Nancy is above all a city of and for students. It is a welcoming and dynamic city with 50 000 students.
- ▶ Throughout the year more than 200 shows, concerts, exhibitions, operas, theatre performances and other events fill the Nancy calendar and all at very affordable prices for students.
- ▶ Nancy also has a very lively city center with pedestrian areas bustling with activity. For those who seek a calmer, greener area, the city possesses one of the biggest natural city-center parks in France, 'la Pépinière'.
- ▶ Nancy is a city with a rich historical legacy, due, to a large extent, to Stanislas Leszczynski, King of Poland, who endowed Nancy with the beautiful architecture of sites such as the Place Stanislas, the Place Carrière, the Place d'Alliance, and the Governor's Palace (*Palais du Gouverneur*). All these sites are listed heritage sites in the UNESCO World Heritage.
- ▶ The ICN Business School campus is located 10 minutes walk from the city center and the main SNCF railway station. The Artem campus is only 15 minutes by tram from the city center.

// Nürnberg



- ▶ Nürnberg, with more than half a million inhabitants, is the second largest city in Bavaria and the capital of Franconia, a region of Germany which combines history, nature, architecture and a host of cultural events.
- ▶ Its charm as a picturesque medieval city, its modern character and its dynamic economy, industry and technology make Nürnberg one of the most important cities in the south of Germany.
- ▶ The ICN campus is close to Nürnberg's historic center and easily accessible on foot, thus making it easy for students to enjoy the city's many attractions, particularly, at the end of the year, its famous Christmas market.

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