

14TH EDITION OF THE ISC PARIS INTERNATIONAL MBA SEMINAR **DOING BUSINESS WITH FRANCE AND EUROPE**

June 10 - 21 2014

This tailor-made program designed for MBA students will provide you with:

- z a chance to understand the realities of the European business environment,
- z an international perspective for business developments,
- z an overview of the issues facing business executives,
- z the opportunity to meet and discuss with business leaders,
- z a unique intellectually and culturally enriching international experience!

You will love Paris in the springtime! Famous for its rich history, beautiful architecture and cultural diversity, Paris remains one of the most visited cities in the world. Paris has always been a hive of artistic and intellectual activities with its 1 800 classified monuments, 170 museums, 145 theatres, world famous universities and cultural festivals which take place all year round. Paris is also of course the capital of fashion and design and internationally renowned for its boutiques, luxury department stores and young renowned designers.

Last edition testimonials

“I was really impressed with the speakers and really enjoyed listening to them and their experiences. I thought the topics and format were very interesting. I am upset I had to leave one day earlier and couldn't attend the last day. I already work full-time so I got a lot of value from what they were lecturing on- they were all very well prepared and the seminars flowed really well. I really appreciate the time they took to speak to us. The format of having 2 different speakers a day also worked great to keep things dynamic. Christelle did a great job organizing the seminar. Maxime was also a great host and did a great job helping us. I really gained a lot of perspective on European business and really enjoyed the seminar. I really wish I could do this every year.”

Fernanda – University of Northern Iowa, USA



TEACHING STAFF

Dr. Charles BERGER, Professor at ISC Paris, co-founder of biotechnology company.

Dr. Jean-Jacques LEVY, European Institute of Management, Brussels

Dr. Béatrice GUYNAMANT, HEC, Doctor in Management Science, teacher-researcher at ISC Paris, CEO of CDO Management

Dr. Jacques PONS, Dr IPM Consulting Company in SCM and Lecturer at Sorbonne University and ENSAM Paritech, Professor ISC

Dr. Serge BESANGER, Senior Expert International Monetary Fund, Part-time lecturer at HEC

Mr. Guillaume PUZO, Wine Industry Expert

Mr. Ronny RUBIN, MBA University of Southern California, International Sales, Marketing & Business Development Executive, Part-time lecturer at ISC Paris

Mr. David LAPRES, MBA Columbia University

Mr. Marc SINNASSAMY, International Consultant in Management

Mr Michel GOETSCHMANN, Swiss International Travel Industry Lecturer, Professor and Consultant

TEACHING STAFF FOR CULTURAL SESSIONS

Dr. Annette Bonnet-Devred, PhD Art History

MBA SEMINAR 2014

June 10 - 21

Week 1

Monday – May 9

ARRIVAL DAY – Pick up service available

Tuesday – June 10

08:30 → Welcome Breakfast

09:30 - 12:30 → What perspective for jobs in finance after the financial crisis? - Beatrice Guynamant + guest speaker

13:30 - 16:30 → Aspects of Expatriate Management - Ronny Rubin

Wednesday – June 11

09:30 - 12:30 → How to be more effective in an international negotiation process? - Marc Sinnassamy

13:30 - 16:30 → How to be more effective in an international negotiation process? Case Study - Marc Sinnassamy

Thursday – June 12

09:30 - 12:30 → Why do European firms need creative collaborators to be competitive? - Beatrice Guynamant

14:00 - 16:30 → Live in the capital markets and financial information on big companies: What else than Bloomberg in a trading room? - Jean-Jacques Levy

Friday – June 13

09:30 - 12:30 → How to create and develop a new business of a biotechnology company in France and Europe? - Charles Berger

13:30 - 16:30 → Luxury and Fashion at the Royal Court at Versailles Palace - Annette Bonnet-Devret

Saturday – June 14

Cultural visit: Château de Versailles

Sunday – June 15

Cultural visit: Boat Ride

Week 2

Monday – June 16

09:30 - 12:30 → How to approach the French and European Market on a best logistical way?
- Jacques Pons

13:30 - 16:30 → Corporate visit with Michaël LECOMTE – *Legrand Egypt & Supply Chain Manager at Geodis DG.*

Tuesday – June 17

09:30 - 12:30 → The Legal environment for doing business – Daniel Laprès

13:30 - 16:30 → How to avoid "Lost in Translation" when dealing with international partners, affiliates, clients, colleagues...? – Ronny Rubin

Wednesday – June 18

09:30 - 12:30 → Corporate visit

13:30 - 16:30 → Panel discussion with an executive from the global services sector – Ronny Rubin

Thursday – June 19

09:30 - 12:30 → Doing business in Europe: Political considerations, Economic and business environment considerations and societal considerations - Serge BESANGER

14:00 - 18:00 → The European Wine Industry & Introduction to Wine Tasting - Guillaume Puzo

Friday – June 20

09:30 - 12:30 → How to welcome European and French tourists in your country?
Michel Goetschmann

13:30 - 16:30 → Panel discussion with tour operators and travel agencies – Michel Goetschmann + guest speakers

20:00 → FAREWELL DINNER

Saturday – June 21

Departure

"FÊTE DE LA MUSIQUE"... Annual Music Festival

With a garden and roof-top terrace, your Apart' Hotel lies at the foot of Montmartre, famous for its maze of narrow streets and staircases, its vineyard and its authentic village atmosphere, where imposing Haussmannian and 1930s' buildings rub shoulders with houses and tiny gardens. But it's also renowned for its night life: its multitude of cabarets, including the Moulin Rouge, cafés, cinemas and bars ensure that the partying never stops...

Citadines Montmartre

16 rue Rachel, 75018 Paris / Tel: + 33 1 44 70 45 50 / www.citadines.com

Twin Rooms: 61.50 € / night / person + 1 € tourist tax / day / person

Single Room: 123 € / night / person + 1 € tourist tax / day / person

Important

Please inform us if you plan on staying at the Citadines Montmartre Hotel or if you will find accommodation on your own. The meeting point for the cultural visit will be in front of the Citadines Hotel.

Contact

Ms. Christelle Dombasi, International Manager – Incoming students

cdombasi@iscparis.com

Tel: +33 (0)1 40 53 99 99

MORE INFORMATION

Tuition waiver program includes:

- z Course materials
- z Welcome breakfast at ISC Paris
- z Cultural visit to Versailles Palace
- z Farewell dinner in Paris

Tuition for non-partner institutions: 500 €

Cancellation: reimbursement of the tuition is allowed by May 18th 2014 (30 days before the program starts)

ECTS credits

- Students will be granted 3 credits for the courses taken during the MBA seminar

The program does not cover air ticket, accommodation, local transportation, daily lunch and dinners, and visa processing fees. All visa related issues are the responsibility of participants.

Application deadline: May 15th 2014.

For your information, please find some examples of current prices in Paris

- z Meal at a fast-food restaurant: 8 €
 - z Meal at a local restaurant: from 10 to 20 €
 - z Cinema ticket: student rate: 12 €
 - z Entrance to a museum: 12 €
 - z Two weeks public transportation ticket: 40 €
 - z Sandwich: 5.50 €
 - z Coffee: 2.50 €
 - z Baguette: 0.90 €
 - z Croissant: 1.20 €
 - z Postage stamp: 0.70 €
- A walk along the Seine... Free

If you want to participate in the 14th edition of the ISC Paris International MBA Seminar, please fill in and send back the application form.

Application form

Last name First Name(s)

E-mail (very important)

(ISC Paris will contact you via this address in order to provide assistance)

Gender female male

Citizenship.

Passport number.

Date of birth. / /

(Day/Month/Year)

Valid until. . . .

Place of birth

Current address

Street

ZIP code

City

Country

Current telephone number (international)

+

Mobile phone (international)

+

Parent or person to contact in case of emergency

Name

Street

Postal or ZIP code

City

Country

Phone number (international)

+

Email

Name of your university

Current level of studies

Major

Arrival date in Paris

Departure date.

IMPORTANT

Send us your detailed flight information as soon as possible.

You can arrive early or stay longer at the Citadines Montmartre hotel.

Hotel Montmartre at the same preferential rate but you should contact directly the hotel for "extra nights".

Do not forget to send 2 ID pictures and a letter of approval from your home university to attend the program.

ACCOMMODATION

I do not need help with housing.

I prefer to search for housing on my own.

I already have a French address, it is:.....

I would like to apply for a room at the Citadines Montmartre Hotel. In this case, please send dates of arrival and departure.

I, the undersigned certify that I'm fully covered for medical insurance and in case of repatriation needed during my study period in Paris (10th – 21st June , 2014)

Please sign and date here