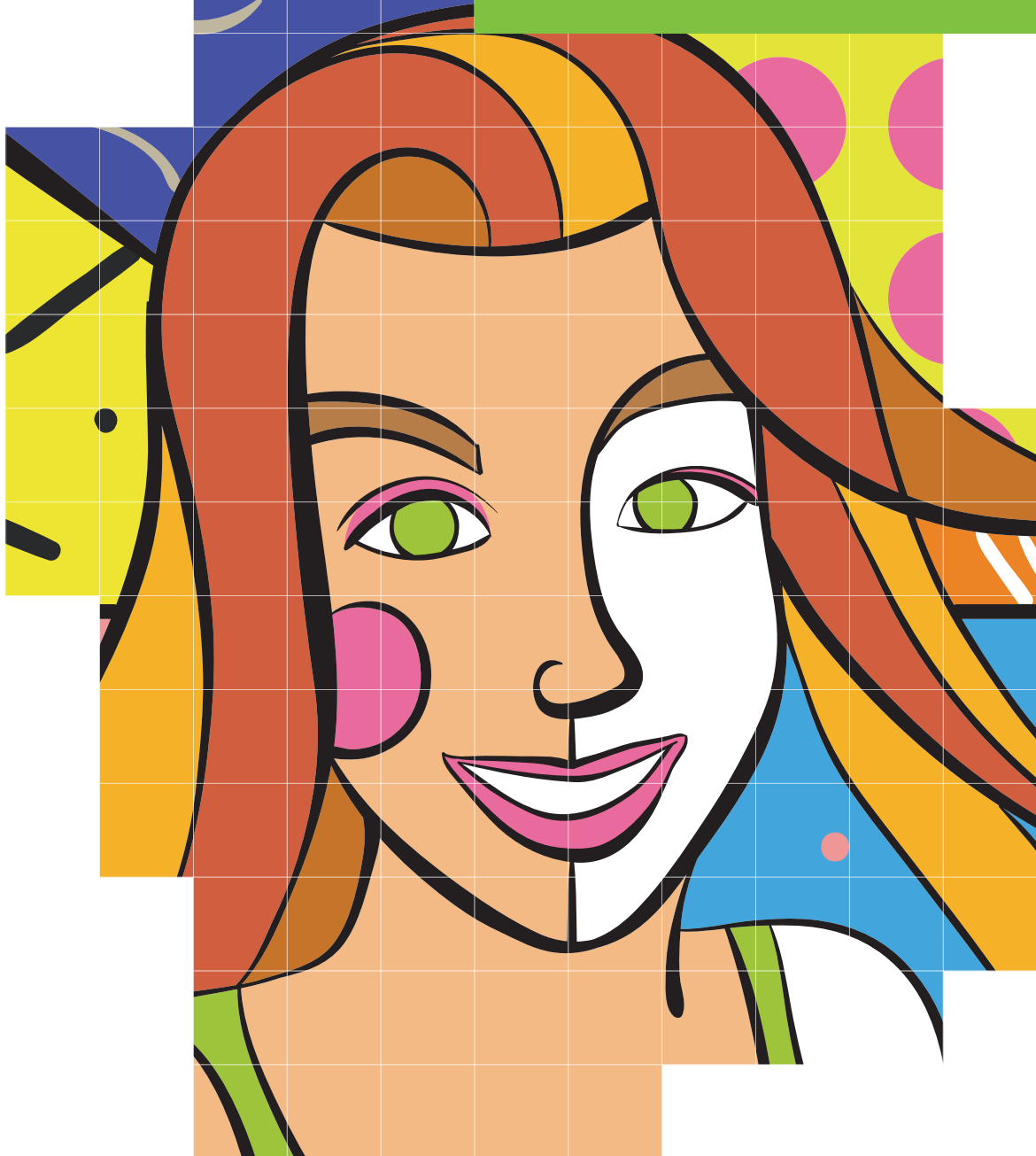


# SUMMER PROGRAM



**Creative thinking makes the difference\***

\*La créativité fait la différence



[www.icn-groupe.fr](http://www.icn-groupe.fr)

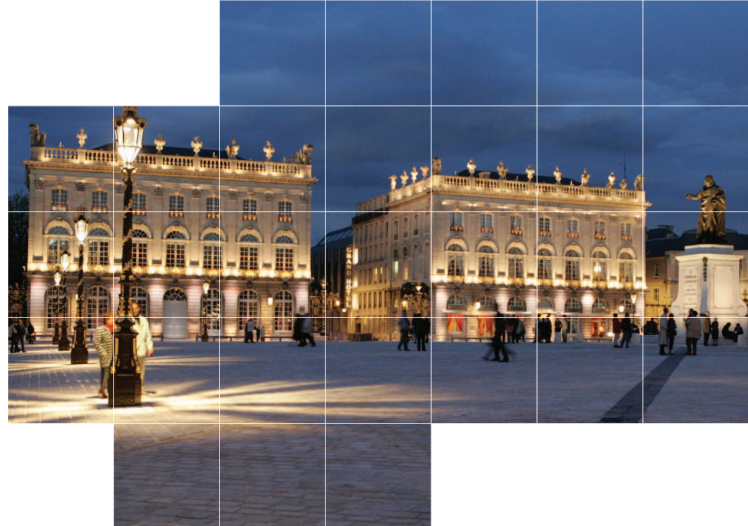


« The purpose of the Undergraduate Summer Program (entirely in English) is to introduce students to the constituent elements of French and European Management, Marketing, and Management of Luxury. It also offers a comprehensive panorama of the European Union and its institutions.

This four-week program provides a variety of courses and other activities adapted to undergraduate students in Business, Economics, Political Science, Management, International Trade, and many other disciplines.

A French class can also be offered as an elective with the level ranging from beginner through advanced. »

**Nuno Guimaraes Da Costa**  
Head of Summer Program



# Metz and Nancy, at the heart of Europe

With their immediate neighbors being Luxembourg, Germany and Belgium, Nancy and Metz are situated in the Lorraine region in Eastern France.

**Metz** // Dating back to the Roman Empire, it's proud of its heritage, and offers its inhabitants and visitors a rich architectural history. It has a dynamic cultural life, centered on a number of high-calibre institutions : the Arsenal, the Opera-Theatre, the Philharmonie de Lorraine, the museums of the Cour d'Or covering all the art forms. Metz is a nice town to live in. It was awarded the European Prize as one of the top cities in France for its gardens and parks.

Located in the Metz Technology park area, the ICN Campus operates in the midst of 200 innovative companies and a pool of other prestigious institutes of higher education or «Grandes Écoles», such as SUPELEC, ESITC, ENSAM, GEORGIA TECH... About 5000 students are living and studying on this Campus.

**Nancy** // As the historic capital of the Dukes of Lorraine, Nancy has a rich history. Stanislas Leczcynski (Stanislas I) established his court in Nancy and made it one of the most splendid cities in Europe. Today it is a dynamic cultural and commercial center. The city's administrative, industrial and high technology sectors have spearheaded growth within the entire Lorraine region. ICN's Nancy Campus is situated in the center of town.

With more than 55 000 students and 3 500 professors and researchers, the Université de Lorraine attracts students and researchers from around the world. ICN is the Business School affiliated to the Université de Lorraine.

## Key figures

- More than 2,500 students including 560 international students
- 3 campuses:
  - 2 in France (Nancy and Metz),
  - 1 in Germany (Nürnberg)
- 130 partner universities in 45 countries
- 68 full-time professors and 20 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

## Practical Information

### ■ ASSESSMENT

Assessment will be provided during the program. A journal may also be required. Students can earn up to 6 credits. 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 - France

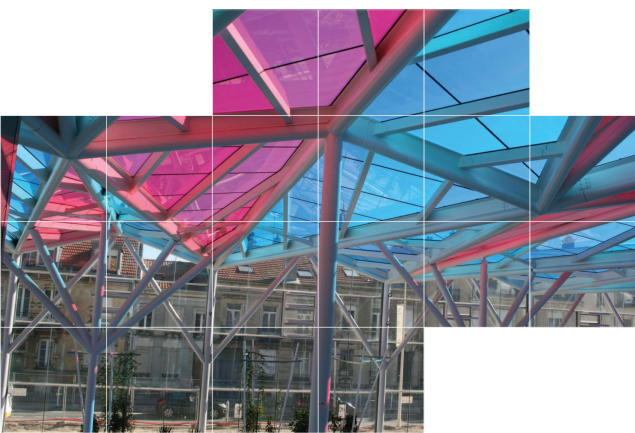
Nancy // ICN Business School - Nancy Campus - 13 rue Michel Ney  
FR 54037 NANCY Cedex - France

### ■ 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 and the train to Metz, personal expenses, insurance, visa or passport fees, home university fees.



# Program Structure

The program includes a minimum of 60 teaching hours, visits and French lessons as elective, divided into the following modules and concentrations.

## Part 1 (All modules are mandatory)

### MODULE 1: EUROPEAN INSTITUTIONS

- 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

### MODULE 2: MANAGEMENT & BUSINESS IN EUROPE

- European Culture and Identity
- Managing Across Borders
- Doing Business in France
- Doing Business in Southern Europe
- Doing Business in Eastern Europe
- Doing Business in Scandinavia

### EDUCATIONAL VISITS

- 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 Nancy Beaux Arts Museum and City
- Visit of Brussels European Commission
- Visit of American War Cemetery and Landing Beaches
- Visit of Caen War Memorial
- Visit of Val de Loire
- Visit of Mont-Saint-Michel
- Visit of Eiffel tower – bateaux mouche
- Visit of Versailles or Louvre Museum
- Visit of Montmartre

## Part 2

Students choose one among 3 concentrations

### EUROPEAN MANAGEMENT CONCENTRATION

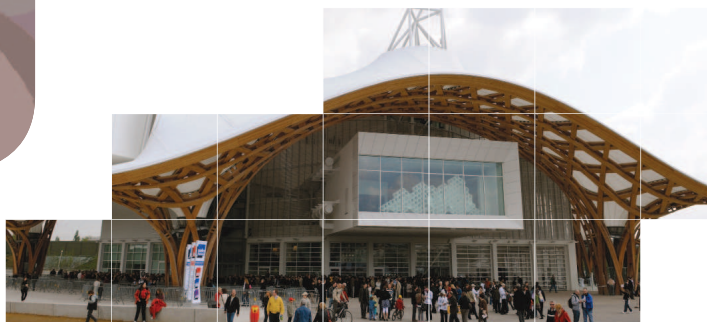
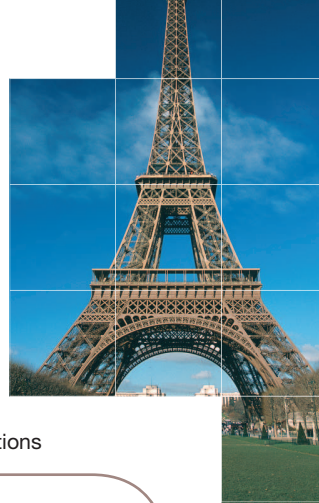
- Organizational Behavior
- International HRM
- HRM in Europe
- Managing Sports SMEs in Europe
- Managing for Creativity
- Leadership in Europe
- International Negotiation
- Visit of a Company

### EUROPEAN MARKETING CONCENTRATION

- International Marketing Strategy
- Communication and Advertising in Europe
- International Pricing and Distribution
- Product Development and Innovation
- Managing Luxury Brands
- Interactive Modelling
- Visit of a Company

### EUROPEAN MANAGEMENT OF LUXURY CONCENTRATION

- Introduction to Luxury Management
- Luxury Brands Management
- Design
- Sustainable Luxury
- Sourcing for Luxury Market
- Visit of a Company



## 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 Paris, Normandy, Val de Loire and Brussels for more cultural and educational visits.

# About ICN Business School

SINCE 1905, ICN HAS BEEN THE 'GRANDE ÉCOLE' BUSINESS SCHOOL IN THE EAST OF FRANCE AND AT THE HEART OF EUROPE. ITS IDENTITY AND ITS DEVELOPMENT ARE ROOTED IN THE LINKS BETWEEN MANAGEMENT, TECHNOLOGY AND ART. THESE LINKS WILL BE VITAL DETERMINANTS FOR TOMORROW'S ECONOMIC ENVIRONMENT.

The mission of ICN Business School is to train students and executives to manage enterprises efficiently, with a commitment to corporate responsibility, and to contribute to innovation through creativity.

Its teaching programs are supported by the specialist knowledge of its academic Faculty who make original intellectual contributions to improving managerial practice and furthering the knowledge which is essential to corporate success.

The ICN community is driven by three fundamental values, which find their true expression in the objectives of the ARTEM alliance: open-mindedness, commitment, team spirit.



## Contact

International Relations Office - Tel. +33 (0)3 54 50 25 28  
[studyabroad@icn-groupe.fr](mailto:studyabroad@icn-groupe.fr)

### ICN BUSINESS SCHOOL

3 place Édouard Branly - FR 57070 Metz Technopôle  
13 rue Michel Ney - FR 54037 NANCY Cedex