



How to find us

INSEEC London is ideally located in the Marylebone High Street area between Regent's Park and Oxford Street in central London. The closest tube station is Baker Street.

Fees: 1850 €

Fees include:

- 144 contact hours
- Book & CD-ROM with practice exercises & authentic full length TOEFL iBT practice tests
- Guest Lectures & CV Writing
- Walking Tour and Visits
- IT & Printing facilities

Fees do not include accommodation costs.

Summer housing

London offers many options: flat sharing, hostels, student residences and host families. Further information will be provided by the INSEEC London team during the registration process.

Registration: INSEEC Business School

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| Bordeaux: | Bénédicte Chartier | bchartier@inseec.com |
| Chambéry: | Michel Guilmault | mguilmault@inseec.com |
| Paris: | Jessica Buckley Chagnard | jchagnard@inseec.com |

For information or assistance, contact our London campus: london@inseec.com

And come see what's happening on campus:



Groupe INSEEC London INTERNATIONAL ACADEMICS & TOEFL SUMMER SESSION

July 1st – August 22nd, 2014



INTERNATIONAL ACADEMICS SUMMER SESSION IN THE HEART OF LONDON

Come study in the truly global city of London to give your future career a boost for today's job market, where language skills, cultural literacy, and an international perspective on business know-how are essential assets for an international career.

The program is also designed to help students successfully prepare for the TOEFL® Internet-based test. This is a decisive step for INSEEC students preparing for admission to schools abroad. By training for this test, students will also be building the skills they need to succeed in an academic setting and open doors abroad for their future careers.

London is clearly the ideal location to gain insight and perspective on Europe and the world. It is undeniably a major centre for international business and finance, and it also offers one of the world's finest cultural centers, with over 200 museums (twice as many as Paris or New York), many of them free to visit, not to mention the vibrant social scene to be found here.

**INTERNATIONAL ACADEMICS
SUMMER SESSION
AT A GLANCE**

- 8 weeks
- 144 contact hours
- Company visits, field trips, and projects
- Guest lectures, CV writing seminar & walking tour

INTERNATIONAL ACADEMICS HIGHLIGHTS



This program aims to provide the best possible instruction, practice, and advice on strategies for improving performance on the TOEFL iBT. Students will benefit from the expert instruction and advice of our teaching staff four hours a week. They will also receive a book and CD-ROM with helpful practice exercises and three authentic, full-length TOEFL iBT practice tests. Students will be expected to work extensively outside of their classes, completing exercises and studying for quizzes and tests throughout the eight weeks.

The British Media & Advertising in the UK

The goal of this course is to enable students to become more media savvy in an international context. The various British media outlets will be explored in depth. Thereafter, students will be introduced to the design and execution of advertising campaigns. Students will receive both the necessary theoretical knowledge as well as practical insights into the production of campaigns. Special focus will be put on the UK advertising industry and how it relates to, and influences, European advertising. Students will thus take away sound knowledge of the conception and delivery processes that go into creating an advertising campaign and will learn how to work creatively in a team and to pitch clients effectively.

Understanding Britain

This course is designed to help students gain optimum benefit from their study abroad experience by providing an introduction to various aspects of British life, culture, politics and history. In addition to the classes and excursions, students will undertake an independent study on some aspect of British Life. The course also aims to help students find their bearings and adjust to life in London. Among the topics included are issues of identity, sovereignty issues, empire, immigration and ethnicity, sport and fashion.

Leadership in Organizations

This course is an introductory class intended to show students – future managers - how to articulate their vision and stimulate the collective energies of a team. The course will investigate the theories as well as the practical and attainable strategies surrounding leadership. Students will learn how to stimulate change, transfer best practices, inspire excellence and mobilize energies at all levels.

How the City Works

This module provides an overview of the world financial crisis through an examination of the City of London as the world's leading international financial centre, focusing in particular on the workings of the Stock Exchange, the Bank of England and the derivative markets. It considers the historical evolution of the City and the formation of the Bank of England through to the present day, tracing both to the centrality of Empire and Britain's long period of financial (and political) hegemony. We will examine the significance of the close relation that then developed between the City and Wall St. in the post-war years. The challenges posed by the ongoing world financial crisis in today's globalised financial markets will be specifically highlighted. The course will touch on some questions of theory related to banking, the role of financial institutions and the formulation of monetary policy.

Digital Branding

In this cutting edge course students will establish a foundation in the marketing mix as well as market segmentation, analysis, and research. Numerous digital tools will be addressed, including search engine optimization, rich media, viral marketing, blogging, online video and podcasting, social media, mobile devices, apps, augmented reality, and SoLoMo. Case studies in digital campaigns will be used extensively to illustrate and reinforce teaching points. By the end of this course the student will have a sound foundation of the basics in digital campaigns and will have acquired a solid exposure and critical appreciation for a wide range of digital tools for marketing.

Advocacy, Lobbying & Public Affairs

This interdisciplinary programme offers a thorough overview of these fields in the British context, which will also serve to provide perspective on the global environment. A strong emphasis is placed on facilitating critical reflection. The wide-ranging course will include an overview of the context in which advocacy takes place and encourage discussion of issues such as cross-cultural communication and social justice; relevant professional skills and media training will also be central to the programme.

Common and Commercial Law in the UK

The course provides an introduction to English/common law, and commercial law as a whole. It commences with the basic common law principles governing commercial contracts, then the course considers a wide range of transactions in their commercial context. Commercial transactions and litigation will be explored with both a theoretical, and case-study approach to enable students to become familiar with these essential principles of law, so that they can apply them to a wide range of commercial transactions with an understanding of how the law operates.

SOME OF OUR FACULTY

Professor Charles CHATTERJEE who studied law at the University of Cambridge and the University of London is a Senior Associate Fellow at Warwick University and an Associate Fellow of the Institute of Advanced Legal Studies, University of London. He is also a visiting Professorial Fellow at Queen Mary, University of London. He is also a Barrister in England and Wales and has been practising law since January 1994. The principal areas of his practice have been: commercial law, including banking, trade, immigration and professional negligence. He has published extensively in the form of books and articles in reputable refereed journals on various aspects of public international law, international economic law, energy law, international commercial law.

Max JENVEY cut his teeth in marketing at McDonald's Restaurants, spearheading their first-ever cross channel marketing campaign for any quick service restaurants in the UK. Driving revenue through innovation, Max's team integrated various promotional vehicles to the benefit of footfall and incremental sales. Since then, Jenvey started up Oxygen Marketing Partnership Ltd, a boutique marketing management and business accelerator agency, delivering successful revenue growth through innovative marketing solutions for clients ranging from Nestlé UK, ExxonMobil, and the Brakes Group, among others.

Iris LAMPRECHT is passionate about all things media. After finishing her MA in Media Studies and Public Relations at the University of Vienna she went on to work in the film industry in New Zealand on local as well as Hollywood productions.

In 2007 she started working as a Social Media Consultant. Combining her enthusiasm for both communication and film she initiated the development of filmtiki, a company that develops communication strategies for clients. Her vision, and her creative approach to utilising media make her a sought after speaker and project leader.

Dinis GUARDA is founder/CEO of Ztodium.com, which publishes IntelligentHQ.com, financial-i.com, socialmediacouncil.eu. He also founded tradingfloor.com, chinese.tradingfloor.com (Saxo Bank) and manages Euroinvestor.com and ForexInvestor.com. Dinis manages and consults for numerous marketing, communications, web, and publishing organisations/companies including: UN, Reuters, MasterCard, P&G, Philips, OANDA, Vodafone, and Nike. He has lectured on Business Strategies and Social Media Marketing at Copenhagen Business School, and has worked with David Bowie, Patti Smith, Depeche Mode, Michel Gondry, and many others on publishing projects.

Edward CHARLES had a long career in Corporate and Investment banking working for Barclays Bank, J.P.Morgan Chase, Union Bank of Switzerland and Commerzbank in London, New York and Zurich over a 40 year period before becoming a visiting lecturer at INSEEC. His specialities are Global Banking & Finance, Risk Management, Investment Appraisal & Analysis and the workings of the City of London. He is also a visiting lecturer at the European College for Business and Management and London Metropolitan University.