



Groupe INSEEC London

**INTERNATIONAL CAREER**

**SUMMER SESSION**

June 16<sup>th</sup> – August 8<sup>th</sup>, 2014



### **INTERNATIONAL CAREER SUMMER SESSION IN THE HEART OF LONDON**

Come to the truly global city of London to give your future career an international perspective so essential for today's job market, where a deep understanding of European cultures, markets, and methods is a key asset for an international career.

London is clearly the ideal location to gain insight and perspective on Europe. It is also one of the world's 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 one can find here. And London's strong economy gives students the perfect opportunity to work part-time to help them put what they have learned into practice and help cover their living expenses.

This career-boosting program takes place in the INSEEC London School, ideally located between Regent's and Hyde Parks, in the heart of Marylebone Village.

#### **INTERNATIONAL CAREER SUMMER SESSION AT A GLANCE**

- 8 weeks
- 120 contact hours (mornings only)
- Company visits, field trips, and projects
- Guest lectures, CV writing seminar & walking tour



## INTERNATIONAL CAREER SUMMER SESSION HIGHLIGHTS

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This innovative program aims to provide the best combination of hard and soft skills, as well as extensive exposure to the city of London, with its impressive cultural and corporate resources. Each day you will have class for 3 hours in the morning, allowing you to seek part-time employment or pursue a project of your choice. The program has four tracks: Financial Markets, Advertising & Media, Entrepreneurial Management, and Culture & Language. Each begins with a UK perspective, then shifts to European themes, thus giving precious insight and perspective on the EU. Company visits and student projects are present throughout.

You will also enjoy four six-hour seminars as part of a Talk the Talk & Walk the Walk series. Four experts will lecture on four essential British subjects, three hours in class, and three in the field.

### Financial Markets

- How London became a global financial centre
- The major financial markets of London
- Regulation & Control of markets in the UK
- Company visit
- UK and European Financial Markets
- Competitive advantages and disadvantages
- Team Project
- Financial Market Investigation

### Entrepreneurial Management

- Identifying potentially valuable opportunities
- Obtaining the resources necessary
- Managing the entrepreneurial organization
- Company visit
- Analyzing EU legal and cultural contexts
- Growing into a sustainable enterprise
- Creating value for stakeholders
- Entrepreneurship Project

### Advertising & Media

- Ads in the UK – culture, uses, regulation
- Advertising media in the UK
- Forbidden and Third Place / Events
- In-field research trip and report
- Project brief – advertising culture in Europe
- Cross-channel advertising and communication
- Final European perspectives : workshop
- Independent media project and presentation

### Culture & Language Awareness

- English in the UK press
- British television
- British cinema
- In-field research trip and report
- English vs. Globish
- Europe: a continent of clichés
- Past, present, and future of English
- Independent media project and presentation

### Talk the Talk & Walk the Walk - Learning & Discovery in and out of the classroom

- Olympic Legacy & Regeneration
- Public Speaking, British Style
- English Theatre
- Applied Arts & Design

## SOME OF OUR FACULTY

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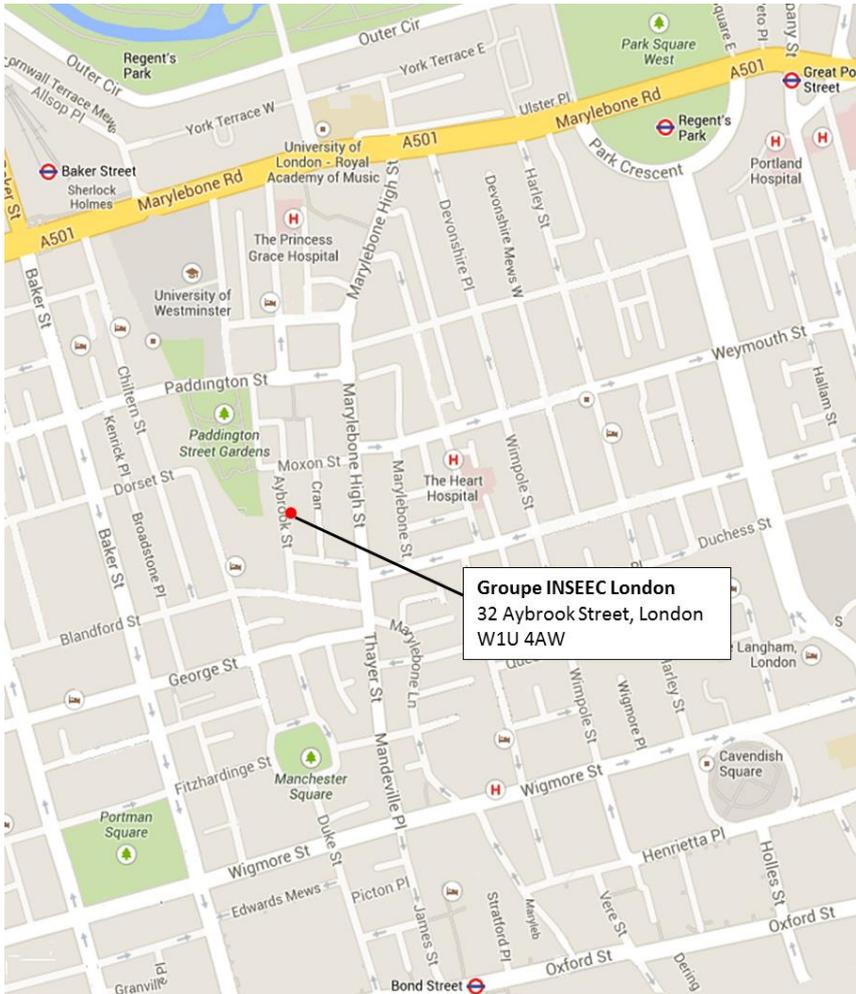
**Joe PONSONBY** runs Levare Capital Ltd., the Dublin-based founding member of LVV Capital. He has over 17 years of experience in investment banking and strategy consulting, advising a wide range of public and private companies across a number of industry sectors and geographies. Prior to founding Levare Capital Ltd., Joe spent three years at Deutsche Bank, and as a Vice President was instrumental in building the European team for Deutsche Bank. In this role he advised small and mid-cap growth companies in various European jurisdictions across a range of sectors including enterprise software, semiconductors, telecom, renewable energy and life sciences. Joe is a graduate of the Wharton MBA Program.

**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.

**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.

**Dinis GUARDA** is founder/CEO of Ztudium.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, Vodafone, and Nike. He has worked with David Bowie, Patti Smith, Depeche Mode, Michel Gondry, and many others on publishing projects.





## How to find us

INSEC 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: 1700 €

Fees include:

- 120 contact hours
- 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 INSEC London team during the registration process.

## Registration:

<b>ECE Bordeaux:</b>	Aleksandra Dedieu	<a href="mailto:adedieu@insec.com">adedieu@insec.com</a>
<b>ECE Lyon:</b>	Corinne Plewa	<a href="mailto:cplewa@insec.com">cplewa@insec.com</a>
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For information or assistance, contact our London campus: [london@insec.com](mailto:london@insec.com)

And come see what's happening on campus:



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