

# SUMMER SCHOOL 2014

## June 2 - June 27

**Business: International  
Challenges & Multicultural  
Management**

**International Marketing:  
Premium Services**

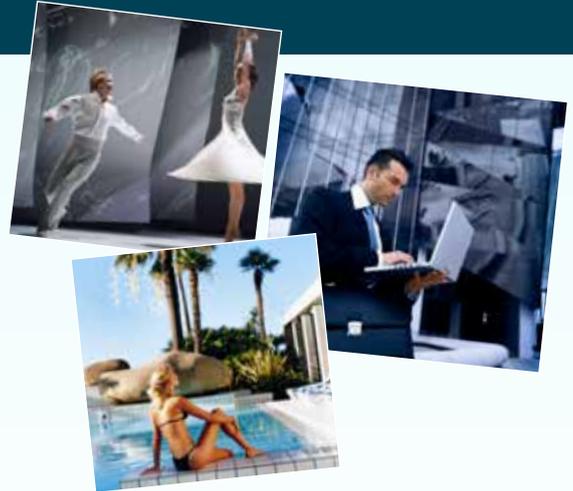
**French  
Courses  
Optional**

# Why a Summer School in Monaco?

## Monaco as your Campus

Situated at the crossroads of the French and Italian Rivas, Monaco is a truly exceptional geographical location. World renowned as a center of business excellence, Monaco has been at the heart of history, arts and culture for over 700 years.

The Principality of Monaco is famous for its diverse international population with more than 100 nationalities represented. It provides the ideal backdrop for students to learn and grow in a truly multicultural environment inside and outside the classroom.



## The Faculty

The faculty body reflects the diversity of IUM with permanent faculty drawn from many different countries. Visiting faculty further enhance this multicultural and multilingual mix. IUM's team of highly qualified professors adopt a hands-on learning approach and encourage all participants.



**The Summer School allows participants to engage in an exciting and challenging program of learning while at the same time taking advantage of all that Monaco has to offer the summer visitor.**



Option 1

**1 month**  
June 2 - June 27

OR

International Challenges  
& Multicultural Management

International Marketing:  
Premium Services

Option 2



- 2 weeks, 3 credits
- June 2 - June 13

Option 3



- 2 weeks, 3 credits
- June 16 - June 27

Possibility to earn up to 6 credits

Flexible Schedule

Housing facilitated

Optional French language course

Field Trip to the French and Italian Riviera





**2 weeks:**  
June 2 - June 13

## Business: International Challenges & Multicultural Management

### Course Description

This interactive course explores the International Business Environment in its various dimensions - communication, globalization, ethical issues - and enables students to deepen their understanding of the key concepts through team work, case studies and hands-on projects.

The program offers students this course to highlight the key issues in **today's International Business Environment**. It covers (among others):

- Intercultural Management
- Globalization
- Business Ethics
- Communication for Business
- Leadership





**2 weeks:**  
June 16 - June 27

## International Marketing: Premium Services

### Program Description

In this course students will become familiar with the key concepts and activities related to international marketing, and premium services. Communication skills are enhanced through a consideration of the techniques of sales and negotiation and students are introduced to the particularities of the luxury sector and Monaco's importance in this area.

### Some Courses

- International Marketing
- The Luxury Sector
- Finance & Premium Services
- Sales and Negotiations



### French Language & Culture

Two further credits are offered in the afternoon courses which introduce students to **French Language & Culture as well as to French for Business**. Students are invited to engage with their professors and guest speakers on a variety of themes - from the International Business Environment in Monaco to visits to the surrounding beauty of the Riviera with its many and diverse centers of interest.



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The International University of Monaco  
is a partner of the INSEEC Group, one of the largest French  
educational institutions with campuses in Paris, Bordeaux, Lyon, French Alps, London and Chicago.