Business Solutions to the E.U. Crisis!
Summer School in France

3rd Edition: June 14th to July 11th, 2012

Length of the program: 4 weeks
Classes in English
Transfer of credits to home institution

Apply online before May 15th
Candidate profile
Business Solutions to the E.U. Crisis is a summer school program open to undergraduate and graduate students in business, management, economics, finance or marketing coming from ESDES partner and non partner universities.

Language
The program is taught in English. Students can choose a French language course as an elective module. Non-native speakers must provide evidence of English language proficiency, for example TOEFL scores or a letter of recommendation from an English teacher.

Classes
Students must do all three modules of Finance or Marketing, and two elective modules.

Accommodation and Fees
The summer school costs 1,800 euros per student. It includes tuition, accommodation and cultural activities. The student residence is situated in the old town, a few minutes walking distance away from the business school.

Credit transfer (ECTS: European Credits Transfer System)
Participants must study either three modules in finance or three modules in marketing (6 ECTS credits), together with electives (3 ECTS). The overall program is thus worth 9 ECTS, which is equivalent to about 4 credits in the American system.

Student life
This program will offer many social and cultural activities. This will be a great opportunity for international students to get to know each other, as well as to discover the life and culture of Lyon, a UNESCO World Heritage city. Activities such as city bus tour, trips to Geneva, Orange and Nîmes, visit of the Lumière museum, the inventors of the cinema or the tasting of the French cuisine will be organized and coordinated by the ESDES School of Management.

An Ideal Mix of Management Studies, French Culture and Leisure Activities
This is a four-week program for undergraduate students in finance or marketing. It is a great way to give a real international dimension to your studies. You will join a group of students from all over the world who have come to the ESDES School of Management to enjoy an ideal mix of studies, culture and leisure. Professors of 7 different nationalities (French, Greek, Irish, Romanian, British, Serbian and Russian) will set out their business solutions to the E.U. Crisis.

ESDES School of Management, member of the Catholic University of Lyon is one of the top ranking business schools in France.

Dr. Cristina PEICUTI
Summer School Director
Business Solutions to the E.U. Crisis!

Classes offered

**Finance Program**
- Credit and Crises - C. Peicuti
- Key topics in Understanding the Financial Crisis - P. Bourke
- Investment Analysis - A. Dimitriadis

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<th>Course</th>
<th>Hours</th>
<th>ECTS</th>
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<td>12hrs</td>
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**Marketing Program**
- Marketing Communication for Europe in Crisis - J. Tyrrell
- Marketing Foundations and Principles - S. Ferreol Hafkamp
- Strategic Planning in Advertising - A. Christie

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<tr>
<td>Strategic Planning in Advertising</td>
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**Elective Modules**
- Cross Cultural Management - L. Bruckert
- Human Resources Management - D. Vnukov
- Art and Architecture - D. Sullivan
- French language - French Culture and Language Institute

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Cultural activities

- **Grand Tour of Lyon**: a great way to discover Lyon on board of an open top deck bus
- **Institute Lumière Cinema Museum**: a visit of the Lumière brothers’ villa where cinema was invented in 1895
- **Les Halles Paul Bocuse covered market**: a tour of the famous gastronomic market in Lyon
- **International Dinner**: a unique opportunity to cook for classmates and share your favorite national dishes
- **Invitation for Dinner in a French Family**: a discovery of the French gastronomy, wine tasting and table manners
- **Geneva**: a trip to the most international city in Switzerland and tour of the United Nations European headquarters and of the World Trade Organization
- **Orange and Nîmes**: a trip to the most charming cities of Provence: the UNESCO World Heritage Site of Orange and the 2nd century AD Roman amphitheater, the Roman temple and the Great Tower of Nîmes

For more information about courses and the Summer School Program:
http://www.esdes.fr/international-students/
Summer School Procedure

Application

- Apply online, taking care to submit application before **May 15th, 2012** final deadline: www.esdes.fr/international-students/
- After being accepted, start visa process if necessary
- See your advisor about course selection
- Select courses online before May 15th

Before arriving

- Take out full health insurance coverage
- Print out addresses in France and directions to ESDES
- Pay fees online

Check in at ESDES

Bring:
- Copies of passport (or ID card) and visa
- Proof of insurance coverage

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