

International Short Term Programmes

NORMANDY SUMMER SCHOOL **“Doing Business in France / Europe”**

EM Normandie Caen
13 June – 13 July 2018



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EM Normandie

Founded in Le Havre in **1871** - One of the oldest established French business schools

Member of:

- ✓ Management Schools Chapter of the [Conférence des Grandes Ecoles](#)
- ✓ International networks such as EFMD, AACSB

Double Accreditation status at international level:

- ✓ EQUIS
- ✓ AACSB

BSIS label for Managerial Innovation, Finance, and Regional Impact

Ranked* 67 in **Financial Times** (Sep 2017)



**list of the best worldwide
masters in management programmes*



EM Normandie

5 campuses – Caen, Le Havre, Paris, Oxford and Dublin

Institutes

- ✓ InsIDE – Institute for Innovation & Entrepreneurship Development
- ✓ IPER – International Training Centre for Port, Maritime & Logistics Industries
- ✓ IDéT – Territory Development Institute
- ✓ Ingenium – Institute for eLearning & Digital Training

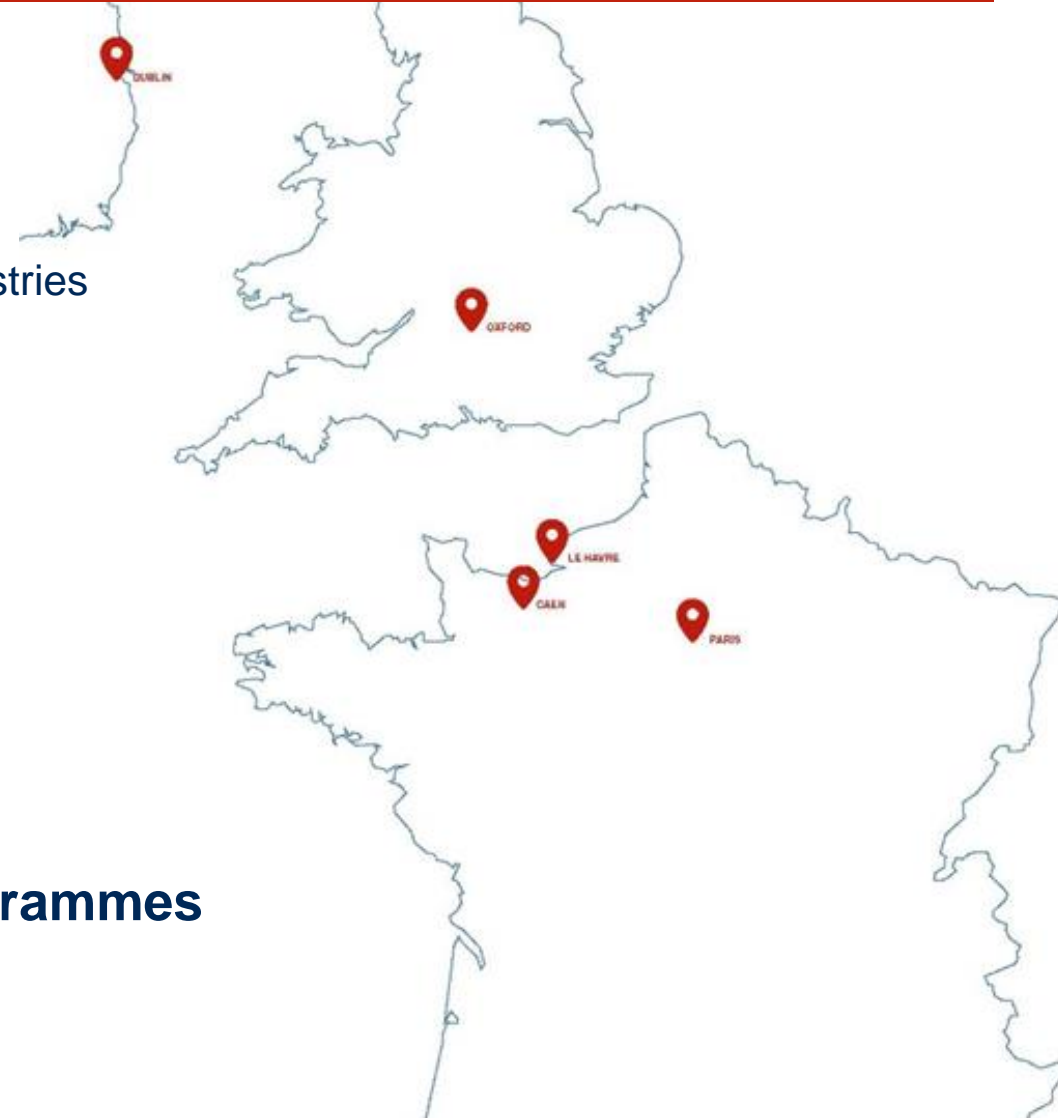


Research axes

- ✓ Management & Entrepreneurship
- ✓ Logistics – Land – Sea – Risk
- ✓ Cross-cultural Interactions Management

Over 20 years of experience in running short-term programmes

- Seasonal schools for our partners (study abroad programmes)
- Seminars or programmes customised to the needs of our partners



EM Normandie

3,500 undergraduate, graduate **students** & post experience participants
Over 700 international students

258 staff members (faculty & administration)
of which **73** full-time **faculty members** and 3 affiliate professors (**72% PhD** holders)
860 adjunct professors & professional **experts**

213 partner universities in **63 countries** (*student & faculty exchange, research...*)
17 dual degrees
70 visiting faculty/year

5,000 corporate partners involved in curriculum building and placement/job opportunities
15,000 alumni members of *Réseau EM Normandie*

Programme outline

NORMANDY SUMMER SCHOOL “Doing Business in France / Europe”

4-week intensive programme in English

Designed to give an introduction to Business & Management practice in France / Europe
Incl. lectures & workshops, business meetings, corporate visits and cultural excursions

Dates and locations

From June 13 to July 13, 2018
Caen/Normandy (4 weeks)
Paris (1 day return trip)



Programme outline

NORMANDY SUMMER SCHOOL “Doing Business in France / Europe”

Up to 8 ECTS or 6 US credits*

Business in France/Europe

Digital Marketing in the Luxury Industry

Intercultural Management and Supply Chain Management

Entrepreneurship

Business meetings and corporate visits

Cultural excursions

Access granted to our academic resources / library

Certificate of achievement

ECTS/US transcript of records*

**Students interested in transferring the valued credits to their home institution should obtain approval of transfer credit before sending application.*

Destination Normandy

With its breathtaking landscapes, Normandy remains the ideal destination with a mixture of some of the best countryside, heritage, culture, food and entertainment France has to offer. Normandy has earned an international reputation for its key sites of interest including the Mont-Saint-Michel, Etretat, the D-Day Landing Beaches, Le Havre, Caen...

Soaring church towers have embellished Caen's skyline since William the Conqueror's time. The castle, now home to major museums, was a key medieval Norman fort. In WWII, D-Day operations kicked off just down the Orne River, British airborne troops famously securing the vital Pegasus Bridge. Caen's vast war museum is now also dedicated to peace, and the Orne used by yachts heading for Caen's central marina and lively centre...



Source: Normandy Tourist Board

Orientation day

Welcome to CAEN

Campus and city tour (*castle, harbor etc.*)

Caen is a lively university town with a distinctive maritime flavour, located 30 minutes away from the famous **Normandy D-Day Landing Beaches**. Some sites of interest: Mémorial – Museum for WWII & History for Peace, the castle and abbeys built by William the Conqueror...



HAROPA Port of Le Havre

*Leading marketplace for foreign trade and shipping in France
Leading container port in France. [More information](#)*

Le Havre Port Center and Infrastructures (3 hours)

- Conference at Port Center
- Guided tour of port infrastructures by bus



Visits*

TRICOTS SAINT JAMES

The SAINT-JAMES Company has been established in Lower Normandy, in the commune of Saint-James, close to Mont Saint-Michel, since 1889. Its fame is based upon a cult item of clothing "the genuine pure new knitted woolen Breton seaman's sweater". Its pure wool, pure cotton, "seashore" lines attract a large clientele in France, Europe, the United States, Canada, and Japan.

Source: [SAINT-JAMES](#)

- **Guided visit (1,5 hours) - MAKING OF A SAINT JAMES CLOTHING**



LA FERME DE BILLY Caen

The Billy farm offers a truly country tour through its orchards, woodlands and 13th century chapel. Tour of the Calvados ageing barrels and the production workshop before enjoying a relaxing tasting session.

- **Visit and products tasting (1,5 hours)**



Excursions*

On a journey to the heart of 20th-century history

- Visit to *Le Memorial Museum*

<http://normandy.memorial-caen.com/>
incl. audioguide

- Visit to the *D-Day beaches (WWII)*

St Laurent and Omaha Beach

Colleville US cemetery and museum (free)

Arromanches (Mulberry artificial harbor)



Excursions*

Paris

- 1-day return trip incl. commented cruise on the Seine river

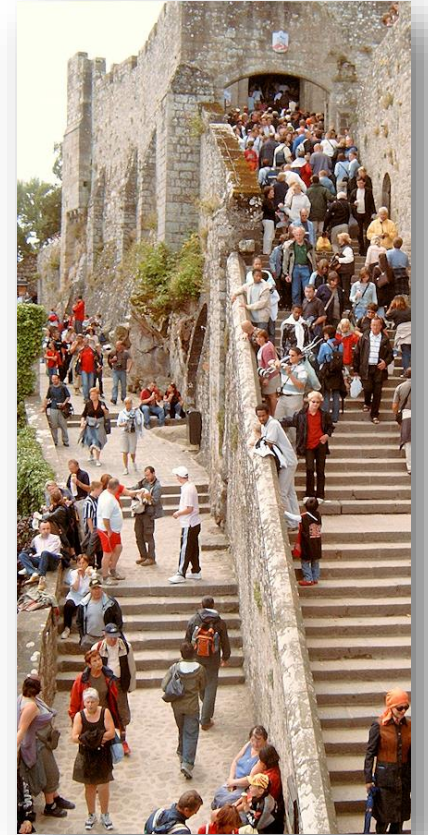


Excursions*

Mont Saint Michel

A magical island topped by a gravity-defying medieval monastery, the Mont-Saint-Michel counts among France's most stunning sights. For centuries one of Europe's major pilgrimage destinations, this holy mount is now a UNESCO World Heritage Site, as is its breathtaking bay. Source: [Normandy Tourist Board](#)

- **Visit of the Abbey** (with audio-guide)
- **Free time for sightseeing**



Excursions*

Le Havre

At the mouth of the Seine, the major port of Le Havre is a model of concrete grandeur. Devastated in World War II, with to the boldness of its reconstruction, it's been declared a UNESCO World Heritage Site.



Etretat

Nature has carved fabulous shapes out of the white cliffs at Etretat. The extraordinary site drew Impressionist painters aplenty.

- **Free time to explore**

Source: Normandy Tourist Board

Free time

...while in CAEN

- Beach of Ouistreham
- Sunday street market in Caen
- Museum of fine arts, of Normandy
- Cinema (*Films in English*)
- Laser game, bowling
- Shopping, bars, clubs...

*At own convenience and own costs.
Please make your own arrangements.*



Free time

... to further explore during week-ends etc.

While in Caen: Week-ends free* (*Saturday & Sunday*)

- Use the [train](#) / bus to discover Normandy and to access Paris (2 hrs / ~4 hrs)
- Fly to other destinations in France / Europe from local airports [Caen Carpiquet](#) or [Deauville Normandie](#)
- Explore UK** with [Britanny Ferries](#) starting from Caen-Ouistreham to Portsmouth

While in Paris (*eg. our 1-day trip incl. cruise on the Seine; date to be announced in advance*), extend your stay in the capital or take connecting flights/trains/busses to explore other European cities within Schengen zone... or come back with us to Caen.

** To best integrate and benefit of the orientation activities, we strongly recommend you to spend your 1st week-end in Caen*

*** UK is not a member of the Schengen Area, please check [travel requirements](#) at the embassy.*

Accommodation

Students residence KLEY, 49 Av. de la Côte de Nacre
Bus station *Péricentre* in front of the res.

- 5 minutes from EM Normandie
- 5 minutes from city center (or 15 min. by foot)
- 15 minutes from train station (or 30 min. by foot)

Single room* incl.:

- En-suite shower room & WC
- Equipped & furnished **kitchen** (*Food not included*)
- Cleaning, change of towels/bed linens once a week
- Wifi access

*€ 100 deposit required on check-in



Food

Apart from specific events, food is not included.

CAEN

- **Access to University Restaurant**

Claude Bloch (2-min walking distance from school/residence)

Open on Mo. to Fr. 11h15-13h30; Sa. 12h-13h15

3-course meal from €3,25

- **Shop & cook**

Do your shopping at the (super)market (walking distance from school/ residence) & cook at the residence

- **Take away and snacking offers...**

Diverse shops, snacking offers & restaurants located within walking distance from school/residence/hotel

Fee in €uro per participant

Partner fee¹ € 2,000 (*Early bird** € 1,850)

Regular fee € 2,800 (*Early bird** € 2,650)

**Save € 150 by emailing your full application before Feb 15, 2018!*

Included in the fee

- Registration fee (€ 150, not refundable)
- Lectures, evaluations, certificate, ECTS/US transcript
- Accommodation (single occupancy, 30 overnights)
- Paris airport pick-up/drop-off service
- Local transport in Caen
- Visits and excursions incl. transport and ticketing
- Welcome and farewell events
- Students' card

Not included in the fee

- Airfares from/to Paris airport, passport, visa
- Travel, health and liability insurance (*Please email us proof*)
- Food and personal expenses

Requirements

- Academic requirements

Applicants should have successfully completed a minimum of 2 years of studies at undergraduate or 1 year on graduate level in the field of business or management

- Courses taught and assessed in **English**

For non-native speakers of English:

- A level of proficiency corresponding to TOEFL (CBT 213, IBT 79 or PBT 550) or equivalent (IELTS 6.0, Cambridge, TOEIC 750) is highly recommended.
- Proof of English proficiency required (Certificate copy of tests taken within the last 2 years)

More information

Programme Manager

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EM Normandie

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**We look forward to welcoming you
on our Summer School in Normandy!**

