

15TH EDITION OF THE ISC PARIS INTERNATIONAL  
MBA SEMINAR

**DOING BUSINESS WITH FRANCE  
AND EUROPE**

June 8 - 20 2015



This tailor-made program designed for MBA students will provide you with:

- z a chance to understand the realities of the European business environment,
- z an international perspective for business developments,
- z an overview of the issues facing business executives,
- z the opportunity to meet and discuss with business leaders,
- z a unique intellectually and culturally enriching international experience!

You will love Paris in the springtime! Famous for its rich history, beautiful architecture and cultural diversity, Paris remains one of the most visited cities in the world. Paris has always been a hive of artistic and intellectual activities with its 1 800 classified monuments, 170 museums, 145 theatres, world famous universities and cultural festivals which take place all year round. Paris is also of course the capital of fashion and design and internationally renowned for its boutiques, luxury department stores and young renowned designers.

***Last edition testimonials***

***“Overall, I felt the program was well organised, relevant and informative. The staff were very professional, engaging and accommodating. I'd like to take this opportunity to thank the school and especially Christelle Dombasi for her professionalism and warmth, which made my experience exceptional.”***

**Angelo – Charles Sturt University, Australia**

***“I believe the general organisation was good, with some classes and activities being spot on in terms of relevance and the lecturer's style of delivery.”***

**Thomas – Ghana Technology University College, Ghana**

***“Overall organisation - very good. Good variety of topics and teachers.”***

**Michael - Charles Sturt University, Australia**

***“I want to thank you for the organization of the entertainments, and for the excellent organization of the business event. Thank You, it's a great job!”***

**Daria – Saint Petersburg University Faculty of Economics, Russia**

***“I enjoyed the program and most of the professors brought relevance and insight to their area of expertise”.***

**Jennifer – University of Northern Iowa, USA**

# TEACHING STAFF

Dr. Serge BESANGER, Senior Expert International Monetary Fund, Part-time lecturer at HEC

Dr. Karim BEN SLIMANE, Ph.D Professor of Strategy and Entrepreneurship, Head of the MBA Entrepreneurship at ISC Paris

Dr. Mindaugas LAUZIKAS, PhD in Economics Sciences, Professor in Innovation and Human Resource Management, Head of the MBS-IEB

Dr. Bénédicte BEQUAERT, PhD in Management Sciences, Professor at ISC Paris

Dr. Charles BERGER, Professor at ISC Paris, co-founder of biotechnology company.

Dr. Jean-Jacques LEVY, European Institute of Management, Brussels

Dr. Anne SACHET-MILLIAT, PhD in Management Sciences, Habilitation to supervise research, (HDR), Management and Business Ethics professor at ISC Paris Business School, Research Partner of GFR Management & Organization at University Paris-Dauphine.

Mr. Michel DESBORDES, full-time professor in Sport Marketing at University Paris Sud and ISC Paris

Mr. Ronny RUBIN, MBA University of Southern California, International Sales, Marketing & Business Development Executive, Part-time lecturer at ISC Paris

Mrs. Pascale DEBUIRE, Full-time professor at ISC Paris, Doctoral candidate

Mr. Guillaume PUZO, Wine Industry Expert

Mr. Hervé LEDRU, Full-time professor at ISC Paris, Head of the MBA and Master Supply Chain Management, Doctoral candidate

## Week 1

### Sunday – June 7

*ARRIVAL DAY – Pick up service available.*

### Monday – June 8

**09:00** → Welcome Speech

**09:30 - 12:30** → Doing business in Europe: Political considerations, Economic and business environment considerations and societal considerations - Serge BESANGER

**14:00** → Boat ride on the Seine river

### Tuesday – June 9

**09:30 - 12:30** → The entrepreneurship in France and Europe – Dr Karim Ben Slimane

**13:30 - 16:30** → Guest speaker Alexandre Bejaoui (SQUAIR)

### Wednesday – June 10

**09:30 - 12:30** → Competitive Advantages of Europe in Attracting Foreign Companies – Dr Mindaugas Lauzikas

**13:30 - 16:30** → Sustainable customer behaviour – Dr Bénédicte BEQUAERT

### Thursday – June 11

**09:30 - 12:30** → Industrial practices in sustainable development from an European point of view – Dr Charles Berger

**14:00 - 16:30** → Live in the capital markets and financial information on big companies: What else than Bloomberg in a trading room? – Dr Jean-Jacques Levy

### Friday – June 12

**09:30 - 12:30** → Business Ethics and Ethical Decision Process in French companies - Dr Anne Sachet-Milliat

**13:30 - 16:30** → Cultural visit

### Saturday – June 13

Cultural visit: Château de Versailles

### Sunday – June 14

Free Time

## Week 2

### Monday – June 15

**09:30 - 12:30** → What are the technical and local specificities to transport in France? Pascal BESSE

**17:00 - 19:00** → Corporate visit with Pascal BESSE at Geodis Calberson.

### Tuesday – June 16

**09:30 - 12:30** → An introduction to sport business and sport marketing: new trends – Michel Desbordes

**13:30 - 16:30** → Corporate visit – Michel Desbordes

### Wednesday – June 17

**09:30 - 12:30** → How to avoid "Lost in Translation" when dealing with international partners, affiliates, clients, colleagues...? – Ronny Rubin

**13:30 - 16:30** → Panel discussion with an executive from the global services sector – Ronny Rubin

### Thursday – June 18

**09:30 - 12:30** → Guest speaker or cultural visit

**13:30 - 16:30** → Creativity at work – Pascale DEBUIRE

### Friday – June 19

**09:30 - 12:30** → How to approach the French and European Market on a best logistical way? Hervé Ledru

**14:00 - 18:00** → The European Wine Industry & Introduction to Wine Tasting - Guillaume Puzo

**20:00** → FAREWELL DINNER

### Saturday – June 20

Departure

### Sunday – June 21

***"FÊTE DE LA MUSIQUE" ... Annual Music Festival***

# ACCOMMODATION

With a garden and roof-top terrace, your Apart' Hotel lies at the foot of Montmartre, famous for its maze of narrow streets and staircases, its vineyard and its authentic village atmosphere, where imposing Haussmannian and 1930s' buildings rub shoulders with houses and tiny gardens. But it's also renowned for its night life: its multitude of cabarets, including the Moulin Rouge, cafés, cinemas and bars ensure that the partying never stops...

## **Citadines Montmartre**

16 rue Rachel, 75018 Paris / Tel: + 33 1 44 70 45 50 / [www.citadines.com](http://www.citadines.com)

Twin Rooms: €127: €63.50 / night / person + €1 tourist tax / day / person

Studio apartment (3 to 4 pers max): €211: €52.75 / night / person + €1 tourist tax / day / person

## **Adagio Access Paris Clichy** (5 minute walk to ISC Paris):

19-23 rue Anatole France 92110 Clichy Tél. : +33 01 55 26 32 00

[www.adagio-city.com](http://www.adagio-city.com)

Twin Room: €120 - breakfast, extra towels and daily cleaning included = €60/night/participant (+ tourist tax).

## **Contact**

Ms. Christelle Dombasi, International Manager – Incoming students

[cdombasi@iscparis.com](mailto:cdombasi@iscparis.com)

Tel: +33 (0)1 40 53 99 99

# MORE INFORMATION

Tuition waiver program includes:

- z Course materials

Tuition for non-partner institutions: €500

*Cancellation: reimbursement of the tuition is allowed by May 18<sup>th</sup> 2015 (30 days before the program starts)*

## ECTS credits

- Students will be granted 3 credits for the courses taken during the MBA seminar

The program does not cover air ticket, accommodation, local transportation, daily lunch and dinners, and visa processing fees. All visa related issues are the responsibility of participants.

## Application deadline: May 15<sup>th</sup> 2015.

For your information, please find some examples of current prices in Paris

- z Meal at a fast-food restaurant: €8
- z Meal at a local restaurant: from €10 to €20
- z Cinema ticket: student rate: €12
- z Entrance to a museum: €12
- z Two weeks public transportation ticket (zone 1-2): €45
- z Sandwich: €6
- z Coffee: €2.50
- z Baguette: €0.90
- z Croissant: €1.20
- z Postage stamp: €0.70
- A walk along the Seine... Free

If you want to participate in the 15<sup>th</sup> edition of the ISC Paris International MBA Seminar, please fill in and send back the application form.



# Application form

Last name ..... First Name(s) .....

E-mail (very important) .....

(ISC Paris will contact you via this address in order to provide assistance)

Gender female male

Citizenship .....

Passport number ..... Valid until .....

Date of birth ..... / ..... / ..... Place of birth .....

(Day/Month/Year)

## Current address

Street .....

ZIP code .....

City .....

Country .....

Current telephone number (international)

+ .....

Mobile phone (international)

+ .....

Parent or person to contact in case of emergency

Name .....

Street .....

Postal or ZIP code .....

City .....

Country .....

Phone number (international)

+ .....

Email .....

Name of your university .....

Current level of studies .....

Major .....

Arrival date in Paris ..... Departure date .....

## IMPORTANT

Send us your detailed flight information as soon as possible.

**Do not forget to send 1 ID picture, passport copy, CV, cover letter, proof of your English proficiency, certificate of insurance, last received degree and a letter of approval from your home university to attend the program.**

## ACCOMMODATION

I do not need help with housing.

I prefer to search for housing on my own.

I already have a French address, it is: .....

I would like to apply for a room at the Citadines Montmartre Hotel. In this case, please send dates of arrival and departure.

I, the undersigned certify that I'm fully covered for medical insurance and in case of repatriation needed during my study period in Paris ( 8<sup>th</sup> – 20<sup>th</sup> June , 2015)

**Please sign and date here**