



Business Summer School

Enjoy a multicultural summer, rich in experiences!

For whom?

■ Open to students of all abilities

 Language
English

 Duration
and Format

- 3 weeks in July
- 42 hours (9 ECTS)



Programme

Students choosing the Business Summer School at La Rochelle Education Group will benefit from total immersion in a **multicultural learning environment** so as to acquire the **management tools and techniques** required by companies to successfully operate in today's business world.

Taught entirely in **English**, these short-study courses in business are designed to provide participants with the essential **international outlook** and **management competencies**, so as to acquire an expert understanding of the sector being studied. Academic teaching is combined with practical exercises relating to the chosen course, whilst **company visits** will highlight the intercultural dimension of business operations.

Courses

Each Summer School course comprises **36 hours of business and management** in the specific market sector chosen and **6 hours of French language lessons**. They also include company visits to meet entrepreneurs, cultural excursions to Paris or Bordeaux and specific projects relating to the sector chosen.

Participants who successfully validate the course will receive a study certificate and be awarded 9 ECTS credits.



La Rochelle
Education Group

5 reasons to choose the Business Summer School

- **Business lessons** taught entirely in English
- **Industry-specific courses:** luxury, fashion, leisure and wine
- **Cultural excursions** with an English-speaking guide
- **2 days in Paris or Bordeaux** (depending on chosen sector)
- **Accommodation:** room in a student residence or Bed & Breakfast with a local family



Business Summer School Courses

Fashion, Design and Luxury Industry Management - France/Italy (9 ECTS)

This course focusses on **luxury and fashion brands**. To fully understand the specificities of the luxury and fashion industry and its management, participants will explore the main advances and developments in the various luxury sectors.

Participants will acquire an advanced understanding of the new global dimension of this industry, as well as the socio-cultural and context-related impacts on the branding of products in this sector. The growth of the luxury industry in dynamic economies is generating many questions on how luxury brands and large luxury groups can reorganise and restructure in order to improve both their social and environmental performance in a world facing increasing inequality and ethical issues. This year, participants will have the opportunity to enjoy the Fashion, Design and Luxury Management course in **La Rochelle, France** (9th - 20th July 2018) and **Florence, Italy** (21st - 26th July 2018)!

Luxury Food, Wine and Leisure Management (9 ECTS)

The Luxury Food, Wine and Leisure Management course is designed to provide the main business and intercultural management skills required to effectively understand the characteristics and management context of the different sectors of the **Luxury Food, Wine and Leisure industry**. This short-study course will enable participants to develop a global vision of management strategies and the tools needed to operate in the different industry sectors. Participants will acquire an advanced understanding of the new global dimension of this industry, as well as the socio-cultural and context-related impacts on the branding of products in this sector.

The 3-week summer course

Accommodation: single room in a student residence or Bed & Breakfast with a local family, twin room for study trips // 36 hours of business and management in the specific market sector chosen // 6 hours of French language lessons // Cultural excursions with an English-speaking guide // 2 days in Paris for the Fashion, Design and Luxury Management course // 2 days in Bordeaux for the Luxury Food, Wine and Leisure Management course // End-of-course study certificate



Perfectly situated on the French Atlantic coast, La Rochelle is one of the sunniest cities in France. Its excellent geographic location makes for a wonderful quality of life.

Ranked as the 5th most visited city in France, La Rochelle is dynamic, welcoming and lively. There is a wide range of tourist, cultural, sporting and social activities. The city's student campus is safe, multicultural and welcomes some 14,500 students annually.

The beautiful architecture of the city centre, the variety of local gastronomy and the proximity of renowned tourist destinations, such as Île de Ré, Bordeaux, Cognac and the Loire Châteaux, make La Rochelle a unique port of call.

Customised packages for groups

Summer business courses can be customised for both companies and academic institutions. The teams at La Rochelle Education Group are on hand to help clients develop the most suitable solutions to meet their objectives. Our teams work closely with their clients to put together bespoke courses as well as an appropriate training schedule, enabling participants to enjoy a successful experience that is professional, academic and cultural, whilst benefitting from a total immersion in French culture.

Dates and Fees

**Fashion, Design and Luxury Industry
Management (France / Italy) : €3,350***
3 weeks: 9th - 26th July 2018
(application deadline 15th May 2018)

**Luxury Food, Wine and Leisure
Management : €3,350**
3 weeks: 9th - 26th July 2018
(application deadline 15th May 2018)

* Airline ticket to Florence, Italy, is not included in the price