



EXPERIENCE AN ENRICHING SUMMER AT LA ROCHELLE BUSINESS SCHOOL

SUMMER SCHOOL: BUSINESS COURSES

- Application deadline: **15th May 2018**
- ECTS Credits: **9**
- Accommodation: **single room in a student residence**
- Duration: **3 weeks**
- Target Group: **Bachelor and Master Level Students – minimum age: 18**
- Dates:
 - **FASHION, DESIGN AND LUXURY INDUSTRY MANAGEMENT:**
10th - 26th July 2018
 - **LUXURY FOOD, WINE AND LEISURE MANAGEMENT:**
10th - 26th July 2018
- Fees:
 - **Full cost: €3,350**
 - **Exchange students:**
 - **€1,380 for a 2-weeks program (Module 1 & 2) including study trip to Paris or Bordeaux**
 - **€ 2 360 for a 3-weeks program (Module 1, 2 & 3)**

Taught entirely in English, these courses are designed to provide participants with the essential international outlook and management competencies, in order to acquire an expert understanding of business and management. Participants benefit from an in-depth insight into the cultural aspects of business through practical courses on different industry segments, together with an analysis of existing and emerging markets.

In addition to the academic course, La Rochelle Business School organises visits to local, regional and national companies, where participants will discover different business models and meet entrepreneurs. Participants will also have the opportunity to spend 2 days in Paris or Bordeaux combining company visits with cultural activities.

Participants who successfully complete the course will be awarded 9 ECTS credits.



BUSINESS COURSES

The Business Summer School courses all include cultural excursions, with a 2-day trip to Paris or Bordeaux and various company visits.

1- FASHION, DESIGN AND LUXURY INDUSTRY MANAGEMENT

This course focuses 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 fast growing 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, you have the unique opportunity to enjoy this Summer School course in both La Rochelle, France (10th - 20th July 2018) and Florence, Italy (21st - 26th July 2018)!

Note that accommodation is provided from July, 09th to July, 27th at noon. Trip from France to Florence in Italy is not included in the initial cost.

2- FOOD, WINE AND LEISURE MANAGEMENT

The Luxury Food, Wine and Leisure Management course is designed to provide the main business and interpersonal management skills required to effectively understand the characteristics and management context of the Luxury Food, Wine and Leisure industry and its different specific sectors. In particular, the Summer School will provide an in-depth overview of the industry sectors and the diverse management strategies and tools required. 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.



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La Rochelle Business School France

Summer School Business Courses for a 3-week course includes:

- Accommodation: single room in a student residence:
 - **Check in** July, 09th afternoon & **Check out** on July 27th before noon
- 36 hours of business and management modules
- 6 hours of French language lessons
- Cultural excursions with an English-speaking guide
- 2 days in Paris for *Fashion, Design and Luxury Industry Management* Program
- 2 days in Bordeaux for *Luxury Food, Wine and Leisure Management* Program
- Attendance Certificate
- Transcript

TENTATIVE SCHEDULE

Week 1: July 09th to 15th for both programs

| Monday July, 09 th | Tuesday July, 10 th | Wednesday July, 11 th | Thursday July, 12 th | Friday July, 13 th | Saturday July, 14 th | Sunday July, 15 th |
|---|---|---|---|---|------------------------------------|----------------------------------|
| | 9:00 – 12:00 AM: <i>Fundamentals of Luxury Business and Brand Management</i> | 9:00 – 12:00 AM: <i>Fundamentals of Luxury Business and Brand Management</i> | 9:00 – 12:00 AM: <i>Fundamentals of Luxury Business and Brand Management</i> | 9:00 – 12:00 AM: <i>Fundamentals of Luxury Business and Brand Management</i> | <i>Free Time</i> | |
| <i>PM:</i> Arrival & check in | 2:00 – 4:00 PM: <i>La Rochelle Tour</i> | 2:00 – 4:00 PM: <i>French classes</i> | 2:00 – 4:00 PM: <i>Company visit</i> | 2:00 – 4:00 PM: <i>Company visit & Project Work</i> | | |



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Week 2: July 16th to 22nd for both programs

| Monday July, 16 th | Tuesday July, 17 th | Wednesday July, 18 th | Thursday July, 19 th | Friday July, 20 th | Saturday July, 21 st | Sunday July, 22 nd |
|---|---|---|---|---------------------------------------|---|----------------------------------|
| 9:00 – 12:00 AM: <i>Luxury Innovation & Sustainability</i> | 9:00 – 12:00 AM: <i>Luxury Innovation & Sustainability</i> | 9:00 – 12:00 AM: <i>Luxury Innovation & Sustainability</i> | 9:00 – 12:00 AM: <i>Luxury Innovation & Sustainability</i> | Study Trip to Paris or Bordeaux | AM: Study Trip to Paris or Bordeaux | Free Time |
| 2:00 – 4:00 PM: <i>French classes</i> | 2:00 – 4:00 PM: <i>Company visit</i> | 2:00 – 4:00 PM: <i>Project work</i> | 2:00 – 4:00 PM: <i>Company visit</i> | | PM: <i>Fashion, Design prog: travel to Florence</i> <i>Food & Wine prog: travel back to La Rochelle</i> | |

Week 3: July 23rd to 27th for Fashion, Design & Luxury Industry Program:

| Monday July, 23 rd | Tuesday July, 24 th | Wednesday July, 25 th | Thursday July, 26 th | Friday July, 27 th |
|--|--|--|---|----------------------------------|
| 9:00 – 12:00 AM: <i>New Trends in the Fashion, Design and Luxury Industry</i> | 9:00 – 12:00 AM: <i>Company visit</i> | 9:00 – 12:00 AM: <i>New Trends in the Fashion, Design and Luxury Industry</i> | 9:00 – 12:00 AM: <i>Project work</i> | Departure |
| 2:00 – 4:00 PM: <i>Company visit</i> | 2:00 – 4:00 PM: <i>Company visit</i> | 2:00 – 4:00 PM: <i>Company visit</i> | End of program | |



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Week 3: July 23rd to 27th for Food, Wine & Leisure Program:

| Monday July, 23 rd | Tuesday July, 24 th | Wednesday July, 25 th | Thursday July, 26 th | Friday July, 27 th |
|---|--|---|---|----------------------------------|
| 9:00 – 12:00 AM: <i>New Trends in the Luxury Food, Wine and Leisure Industry</i> | 9:00 – 12:00 AM: <i>Company visit</i> | 9:00 – 12:00 AM: <i>New Trends in the Luxury Food, Wine and Leisure Industry</i> | 9:00 – 12:00 AM: <i>Project work</i> | Departure |
| 2:00 – 4:00 PM: <i>Company visit</i> | 2:00 – 4:00 PM: <i>Company visit</i> | 2:00 – 4:00 PM: <i>Company visit</i> | End of program | |