



**SUMMER  
PROGRAM**

**CREATIVE thinking  
MAKES THE difference \***



**Dr. Kamel MNISRI**  
Head of the Program

ICN Business School Summer Program is four weeks of high level classes and other activities held in 3 different campuses. The whole program is designed to support your learning and understanding of business subjects.

You will meet lecturers who are passionate about the topics they teach and research. You will also have the opportunity to visit companies, monuments and European institutions.

Come to benefit from our expertise and learn with us.

## PRACTICAL INFORMATION

### ► Assessment

Assessment will be provided during the program. Students can earn up to 10 credits (2 ECTS credits per module in a total of 4, 2 ECTS credits for a final report).

For more details, please contact your local study abroad advisor.

### ► Organization

#### Accommodation

Students are accommodated in a student residence. Students will receive tickets for meals at the university cafeteria. Of course, whenever desired, a student may go have a meal in a local restaurant, at the student's cost.

#### Program location

Metz // ICN Business School - Metz Campus  
3 place Édouard Branly - FR 57070 METZ Technopôle

Nancy // ICN Business School - Nancy Campus  
13 rue Michel Ney - FR 54037 NANCY Cedex

Nuremberg // ICN Business School - Nuremberg Campus  
Maxfeldstraße 9 - D-90409 Nuremberg - Germany

### ► How to apply?

If you are a student from an ICN partner university, please apply through your home institution. If your university is not a partner of ICN, please contact the International Relations Office.

For more information, please contact your local study abroad supervisor.

The cost does not include the airfare from your home country to France, any transportation cost to Metz, personal expenses, insurance, visa or passport fees, home university fees.

# icn

## business school

in 2016

► **3 000** STUDENTS  
INCLUDING **900** INTERNATIONAL STUDENTS

► **4** CAMPUSES  
METZ AND NANCY (FRANCE)  
NUREMBERG (GERMANY)  
CHENGDU (CHINA)

► **150** FOREIGN PARTNER UNIVERSITIES  
IN **50** COUNTRIES

► **70** PERMANENT PROFESSORS  
AND **20** AFFILIATED PROFESSORS

► **60** VISITING PROFESSORS PER YEAR

► **300** BUSINESS PROFESSIONAL TEACHERS

► **4** REPRESENTATION OFFICES ABROAD:  
**1** IN WEST AFRICA  
**1** IN LATIN AMERICA  
**2** IN CHINA

► **2** LIBRARIES  
**24 000** BOOKS  
**10 000** DIGITAL PERIODICALS



MEMBER OF THE  
CONFÉRENCE DES GRANDES ÉCOLES



ASSOCIATED WITH THE  
UNIVERSITY OF LORRAINE



# ABOUT icn business school

METZ  
FRANCE



- ▶ Metz is a city of water, as the Moselle river runs close to its center.
- ▶ Metz is a garden city, with parks and other green areas penetrating the city center. Its 470 hectares of green spaces make Metz one of France's most floral cities.
- ▶ Metz is also a city where the many pedestrian zones create a pleasant environment to live in.
- ▶ Metz is a city of art. The *Centre Pompidou*, for example, is a renowned center hosting exhibitions of the prestigious collections from the National Gallery of Modern Art (*Musée National d'Art Moderne*) which attracts visitors from all over Europe.
- ▶ The ICN campus is located at the Metz Business Park (*Technopôle de Metz*), which has attracted numerous French and international companies to set up there, along with a number of other Graduate Schools (SUPELEC, Georgia Tech, ENSAM, etc.).
- ▶ The Metz Métropole Enterprise Center (*Maison de l'Entreprise*), dedicated to entrepreneurship, is located at the heart of the ICN campus.

- ▶ Nancy is above all a city of and for students. It is a welcoming and dynamic city with 48 000 students.
- ▶ Throughout the year more than 200 shows, concerts, exhibitions, operas, theatre performances and other events fill the Nancy calendar and all at very affordable prices for students.
- ▶ Nancy also has a very lively city center with pedestrian areas bustling with activity. For those who seek a calmer, greener area, the city possesses one of the biggest natural city-center parks in France, *'la Pépinière'*.
- ▶ Nancy is a city with a rich historical legacy, due, to a large extent, to Stanislas Leszczynski, King of Poland, who endowed Nancy with the beautiful architecture of sites such as the Place Stanislas, the Place Carrière, the Place d'Alliance, and the Governor's Palace (*Palais du Gouverneur*). All these sites are listed heritage sites in the UNESCO World Heritage.
- ▶ The ICN Business School campus is located 10 minutes walk from the city center and the main SNCF railway station. The Artem campus is only 15 minutes by tram from the city center.



nancy  
FRANCE

NUREMBERG  
GERMANY



- ▶ Nuremberg, with more than half a million inhabitants, is the second largest city in Bavaria and the capital of Franconia, a region of Germany which combines history, nature, architecture and a host of cultural events.
- ▶ Its charm as a picturesque medieval city, its modern character and its dynamic economy, industry and technology make Nuremberg one of the most important cities in the south of Germany.
- ▶ The ICN campus is close to Nuremberg's historic center and easily accessible on foot, thus making it easy for students to enjoy the city's many attractions, particularly, at the end of the year, its famous Christmas market.





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**discover  
france and  
EUROPE**  
EVERY YEAR  
in june  
and july

► During the program, classes alternate with professional, educational and cultural visits.

## PROGRAM STRUCTURE

THE PROGRAM INCLUDES A MINIMUM OF 70 TEACHING HOURS DIVIDED INTO THE FOLLOWING MODULES AND CONCENTRATIONS.

### PART 1

All modules are mandatory

#### module 1 EUROPEAN INSTITUTIONS

- European Union Institutions
- Geography of Europe
- The UK and the EU
- Geopolitics
- French Civilization
- French History

#### module 2 MANAGEMENT & BUSINESS IN EUROPE

- Creative and Design Thinking Workshop
- Leadership and Management Across Borders
- European Culture and Identity
- Doing Business in France
- Doing Business in Southern Europe
- Doing Business in Eastern Europe
- Business Sustainability

#### EDUCATIONAL VISITS

- Visit of Metz Cathedral and City
- Visit of Luxembourg Court of Justice of the European Union and City
- Visit of Brussels European Commission
- Visit of Eiffel Tower or Bateaux Mouches
- Visit of Versailles or Louvre Museum

### PART 2

All modules are mandatory

#### module 3 GERMAN ECONOMY

- SMEs and Family Business in Germany
- Innovation Management in Europe: German Perspective
- East European Management studies
- New History of Germany
- Company Visit

### PART 3

Students choose one among 3 concentrations

#### module 4

#### EUROPEAN MANAGEMENT CONCENTRATION

- Organizational Behavior
- International HRM
- HRM in Europe
- Managing Sports SMEs in Europe
- International Negotiation
- Company Visit

#### EUROPEAN MARKETING CONCENTRATION

- Communication and Advertising in Europe
- International Pricing and Distribution
- Product Development and Innovation
- Managing Luxury Brands
- Interactive Modelling
- Company Visit

#### EUROPEAN MANAGEMENT OF LUXURY CONCENTRATION

- Introduction to Luxury Management
- Luxury Brands Management
- Design
- Sustainable Luxury
- Sourcing for Luxury Market
- Company Visit

## **CONTACT**

**INTERNATIONAL RELATIONS OFFICE**

+33 3 54 50 25 25

[studyabroad@icn-groupe.fr](mailto:studyabroad@icn-groupe.fr)

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[www.icn-groupe.fr/en](http://www.icn-groupe.fr/en)

**\* LA CRÉATIVITÉ  
FAIT LA DIFFÉRENCE**

**ICN Business School SUMMER PROGRAM 2017 SCHEDULE**  
 This schedule may be modified should circumstances require so.

**Week 1 - Metz**

	<b>Monday June 5</b>	<b>Tuesday June 6</b>	<b>Wednesday June 7</b>	<b>Thursday June 8</b>	<b>Friday June 9</b>	<b>Saturday June 10</b>	<b>Sunday June 11</b>
08:30							
09:00		Kick-off: Welcome and Orientation	M1 - History of France	M1 - French Food and Table Tradition	M1 - Geopolitics		
09:30							
10:00				coffee-break			
10:30		coffee-break	coffee-break		coffee-break		
11:00							
11:30		M1 - Geography of Europe	M1 - History of France	M1 - European Union Institution	M1 - Geopolitics		
12:00							
12:30							
13:00		Lunch	Lunch	Lunch	Lunch		
13:30							
14:00		Visit of La Cour d'Or Museum, Metz City Center and Reception					
14:30			M1 - The UK and the EU		M1 - European Culture and Identity		
15:00							
15:30							
16:00				Luxembourg: International Court of Justice (return at 8pm)	coffee-break		
16:30				M1 - European Culture and Identity			
17:00							
17:30							
18:00							
18:30							
19:00	Dinner	Dinner	Dinner	Dinner			

**ICN Business School SUMMER PROGRAM 2017 SCHEDULE**  
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**Week 2 - Metz**

	<b>Monday June 12</b>	<b>Tuesday June 13</b>	<b>Wednesday June 14</b>	<b>Thursday June 15</b>	<b>Friday June 16</b>	<b>Saturday June 17</b>	<b>Sunday June 18</b>
08:30	M2 - French Civilization	M2 - Leadership in Europe	European Commission Visit + Conference + Company Visit	M2 - Doing Business in Eastern Europe	M2 - Sustainability		
09:00							
09:30							
10:00	coffee-break	coffee-break		coffee-break	coffee-break		
10:30							
11:00	M2 - Doing Business in France	Trip to Brussels		M2 - Doing Business in Southern Europe	M1 + M2 exam		
11:30							
12:00	Lunch			Lunch	Lunch		
12:30							
13:00	Lunch	Brussels City Center + Group Dinner (until 9pm)			M2 - Sustainability		
13:30							
14:00	M2 - Creativity and Design Thinking Workshop						
14:30							
15:00							
15:30					Dinner		
16:00							
16:30							
17:00							
17:30							
18:00							
18:30							
19:00	Dinner		Dinner	Dinner	Dinner		







**ICN Business School SUMMER PROGRAM 2017 SCHEDULE**  
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**Week 4 - Nancy - Marketing**

	<b>Monday June 26</b>	<b>Tuesday June 27</b>	<b>Wednesday June 28</b>	<b>Thursday June 29</b>	<b>Friday June 30</b>	<b>Saturday July 1</b>	<b>Sunday July 2</b>
08:30	M4 - International Pricing and Distribution (until 10.45am)	M4 - Product Development and Innovation	M4 - Interactive Modelling	M4 - Communication and Advertising in Europe (until 10.45am)	Move to Paris	Louvre Museum or Château de Versailles (starts at 8am)	Breakfast and Check-Out
09:00							
09:30							
10:00							
10:30	coffee-break	coffee-break	coffee-break	coffee-break			
11:00	M4 - International Pricing and Distribution	M4 - Managing Luxury Brands	M4 - Interactive Modelling	M4 - Communication and Advertising in Europe			
11:30							
12:00							
12:30							
13:00	Lunch	Lunch	Lunch	Lunch			
13:30							
14:00	Welcome Cocktail	Company Visit			Eiffel Tower or Boat Tour on the Seine River		
14:30							
15:00							
15:30	Cocktail and Certificate Award Ceremony						
16:00							
16:30							
17:00	Dinner	Dinner	Dinner	Dinner	Dinner		
17:30							
18:00							
18:30							
19:00							



# Application Form 2017 Session

## ICN Undergraduate Summer Program

### *Exchange students*

Photo

#### YOUR INFORMATION

**University:**

**Gender:**

**Last Name:**

**First Name:**

**Date of birth:**

**Place of birth:**

**Major and Year:**

**Home Address:**

**Zip code:**

**City:**

**Country:**

**E-mail:**

**Home Phone:**

**Cell phone:**

Students will be accommodated at a university residence downtown.

#### PLEASE INDICATE YOUR CHOICE

■ 3rd week option (please choose one option among the following):

- European Management
- European Marketing
- European Management of Luxury

**Registration deadline: March 15<sup>th</sup>, 2017**



CREATIVE THINKING MAKES THE DIFFERENCE\*  
\*La créativité fait la différence



Alliance  
**ARTEM**

[www.icn-groupe.fr](http://www.icn-groupe.fr)

## ATTACHMENTS

Please make sure to include the following documents when you send your application:

- Completed application form
- Curriculum Vitae or Resumé in English
- Letter of motivation in English
- Copy of passport or identity card
- 2 passport photos

## ADMISSION PROCESS

Please return this form with required documents before  
March 15<sup>th</sup>, 2017  
by email to: [studyabroad@icn-groupe.fr](mailto:studyabroad@icn-groupe.fr)

\_\_\_\_\_  
**Student signature**

\_\_\_\_\_  
**Place and date**

### Home University approval

We approve and support this application and we are satisfied that the applicant has the academic and linguistic competencies necessary for this exchange.

\_\_\_\_\_  
**Coordinator Signature + STAMP**

\_\_\_\_\_  
**Place and date**