

INSEEC Groupe  
*Paris-Bordeaux-Alpes Savoie-Lyon-Monaco-London-Chicago*  
**2013-2014 Exchange Program Fact Sheet**

**INSEEC GROUPE - CONTACT INFORMATION**

The INSEEC Groupe is a group of private higher education institutions specializing in all aspects of business: communication, advertising and international business management. For students looking to study abroad in France the INSEEC Groupe is the ideal place. The INSEEC Groupe has campuses in: Paris, Bordeaux, Alps Savoie, Lyon and Monaco.

For more information about any of our programs, please do not hesitate to contact the International Relations Department of the INSEEC Groupe.

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Please note: Schools within the INSEEC Groupe are given the autonomy to decide English course offerings, beginning and ending of the academic semesters and language requirements. However, the below deadlines are harmonized throughout the INSEEC Groupe and must be respected. All courses are subject to change.

<b>FALL SEMESTER NOMINATION DEADLINE</b>	<b>01 May</b>
<b>FALL SEMESTER APPLICATION DEADLINE</b>	<b>15 May</b>
<b>SPRING SEMESTER NOMINATION DEADLINE</b>	<b>01 October</b>
<b>SPRING SEMESTER APPLICATION DEADLINE</b>	<b>15 October</b>

## INSEEC Graduate Business School

INSEEC Graduate Business School is the most prestigious school within the INSEEC Groupe; holding the French accreditation of "Grande Ecole de Commerce." Graduate level courses are taught in English and in French, and they are open to international students. Outside of the Grande Ecole Program is the INSEEC MBA program. This program is also taught in English and is open to students pursuing their Masters of Business Administration.

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FALL ORIENTATION (COMPULSORY) (B3-M1)	03 September – 04 September 2013
FALL TERM DATES FOR B3-M1	09 September – 21 December 2013 (exams included)
FALL ORIENTATION (COMPULSORY) (M2-DD)	03 October 2013
FALL TERM DATES FOR M2 & DD	07 October – 01 February 2014 (exams included)
SPRING ORIENTATION (COMPULSORY)	06 January 2014
SPRING TERM DATES	06 January – 19 April 2014

### Fall Semester course listing\*

#### B3-M1 Courses

Business Law  
French Language or Foreigners  
French culture  
Corporate Finance  
Human Resources Management  
Strategic Marketing  
Trade export  
Purchasing and negotiation  
International relations  
Supply Chain and Logistics  
Business Game  
Seminar in Luxury Management

#### M2 / DD Courses

Strategic Management  
Project Management 1  
Analytics for Business  
Intelligence  
General Culture (4 courses)  
Policy science  
Business Ethics  
Management  
Trade export  
Emerging markets and economies  
International Relations  
International contracts

International marketing  
Supply chain management  
Purchasing  
Cross Cultural Management  
Purchasing  
Diplomacy  
International Finance  
Geo-strategy  
Conflict analysis  
International law  
International management

\*Please note that all courses are mandatory. Students must follow all of the listed courses to receive 30 ECTS

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## Paris Business College, PBC - Undergraduate Program

The Paris Business College (PBC) is a three year undergraduate program fully taught in English. This program is tailored for students seeking their Bachelors in International Management. Many of our students complete the bachelors program at PBC before seeking acceptance to an MBA program in the United States.

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FALL ORIENTATION (COMPULSORY)	05 September 2013
FALL TERM DATES	09 September - 20 December 2013 (exams included)

## Courses offered in English

International Business Law  
Managerial Accounting  
Corporate Finance  
International Finance  
Treasure Management  
Public speaking 3  
Advertising

B2B Marketing  
E-marketing  
Event Marketing  
Luxury Brand Management  
International Marketing  
Merchandising / Retail  
Marketing

Cross Cultural Communication  
Entrepreneurship today  
Negotiating Globally  
Strategic Management  
French Culture and Civilization

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## Sup de Pub - School of Communication and Advertising

Sup de Pub Paris is one of the top 3 communication schools in France. It offers communication and advertising courses at both the undergraduate and graduate level. At this time only graduate level courses (B3-M1) in Brand Communication and Luxury Management are open to international exchange students for the fall semester only. All courses are compulsory. Students must chose a track and follow all of the courses.

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FALL Meet-n-Greet (COMPULOSRY)  
FALL TERM DATES

29 August 2013  
30 August – 07 February 2014

## Courses offered in Brand Strategy

Geopolitics  
Conferences  
Advertising English  
Preparation for TOEIC  
Advertising Competition  
Thematic seminars  
Brand Strategy  
Account planning  
E-Business  
Media strategy  
The art of pitching  
Trend-spotting  
Digital planning

International Marketing  
Sales Management  
Social Network  
English Media  
Marketing research  
Brand management

## Courses offered in Luxury Brand Communication and Marketing

Geopolitics  
News Conferences  
English Advertising  
Preparation for TOEIC  
Advertising Competition  
Mentoring

Seminar  
Work Experience and internship  
Consumer Behavior  
Marketing and Communication  
Luxury Brand Strategy  
Luxury and Well Being  
Event Planning in the Luxury sector  
Luxury industry and new media  
Merchandising  
Codes in the luxury creative sector  
Marketing CRM  
Market Study  
Sponsoring

## INSEEC Graduate Business School

The INSEEC Graduate Business School, Grande Ecole Program is also offered at Bordeaux. International students seeking to study within a traditional French city are encouraged to take classes at Bordeaux. Bordeaux is a port city situated in the southern part of France and is the 9th largest city. Currently the program is only open to graduate students and double diploma students.

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FALL ORIENTATION (COMPULSORY) (B3-M1)	03 September – 04 September 2013
FALL TERM DATES FOR B3-M1	09 September – 21 December 2013 (exams included)
FALL ORIENTATION (COMPULSORY) (M2-DD)	03 October 2013
FALL TERM DATES FOR M2 & DD	07 October – 01 February 2014 (exams included)
SPRING ORIENTATION (COMPULSORY)	06 January 2014
SPRING TERM DATES	06 January – 19 April 2014

<b>Master / DD Courses in English</b>		
Strategic Management	Trade export	Purchasing
Project Management 1	Emerging markets and economies	Diplomacy
Analytics for Business	International Relations	International Finance
Intelligence	International contracts	Geo-strategy
General Culture (4 courses)	International marketing	Conflict analysis
Policy science	Supply chain management	International law
Business Ethics	Purchasing	International management
Management	Cross Cultural Management	

\*Please note that all courses are mandatory. Students must follow all of the listed courses to receive 30 ECTS

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## European School of Commerce, ECE

European School of Commerce (ECE) is a business school with a 4 year postsecondary program. The ECE offers high-level courses in business and management, extensive company internships and a mandatory academic semester abroad in order to reinforce the international orientation of the students.

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FALL ORIENTATION WEEK (COMPULSORY)	02 September – 06 September 2013
FALL TERM DATES	02 September – 10 January 2014
EXAMINATION PERIOD	06 January – 10 January 2014
FALL EXAMINATION RETAKE SESSION	14 April – 21 April 2014
SPRING ORIENTATION WEEK (COMPULSORY)	10 February – 14 February 2014
SPRING TERM DATES	10 February – 30 May 2014
EXAMINATION PERIOD	26 May – 30 May 2014
SPRING EXAMINATION RETAKE SESSION	16 September – 27 September 2014

**Fall Semester - English course listing**

Brand management  
Luxury Marketing  
International distribution agreements  
Corporate communication  
CRM  
Internet marketing  
Marketing studies  
Business control  
International auditing  
Global asset management  
ERP - Enterprise Resources  
Planning

International principles of economics  
English  
Corporate Strategy  
International management issues  
French for foreigners  
International finance  
Approach to foreign markets  
Human resource management

**Spring Semester Compulsory courses for Incoming Students**

French for foreigners  
Corporate communication  
Luxury Marketing

Business control  
Lectures series on "International Economics and Management"

**Spring Semester English course listing**

Business English  
Approach to foreign markets  
Strategic Marketing  
International marketing  
Human Resources Management  
Supply Chain management  
Corporate strategy

## European School of Commerce, ECE

Due to its central location and internationalization (Lyon now host the headquarters of Interpol, Euronews and International Agency for Research on Cancer), the INSEEC Groupe decided to open a European School of Commerce (ECE). This 4 year postsecondary business school program offers high-level courses in business and management, extensive company internships and a mandatory academic semester abroad in order to reinforce the international orientation of the students.

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FALL ORIENTATION (COMPULSORY)	03 September
FALL TERM DATES	09 September – 10 January
EXAMINATION PERIOD (ECE 4 Program)	06 January – 10 January
EXAMINATION PERIOD (International Track)	09 December – 13 December
SPRING ORIENTATION (COMPULSORY)	04 February
SPRING TERM DATES	10 February – 31 May
EXAMINATION PERIOD (ECE 3 Program)	26 May – 31 May

### Fall Semester - English course listing

Cross Cultural Management	Globalization	Brand Management
International Business and Communication	Information Systems Management	International Distribution Agreements
Marketing Studies	Marketing in a Flat World	Corporate Communication
US GAAP	Business Game	International Management Issues
Corporate Finance	International Principles of Economics	Business English
French for International Students		
Finance in a Flat World	Luxury Marketing	

## INSEEC Alpes Savoie Campus

### INSEEC Graduate Business School

The third location of the INSEEC Graduate Business School, Grande Ecole Program, is located in the southern part of the French Rhône-Alpes, in the city of Chambéry. At Chambéry international students can attend undergraduate and graduate level courses.

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FALL ORIENTATION (COMPULOSRY) (B3-M1)	03 September – 04 September 2013
FALL TERM DATES FOR B3-M1	09 September – 21 December 2013 (exams included)
FALL ORIENTATION (COMPULOSRY) (M2-DD)	03 October 2013
FALL TERM DATES FOR M2 & DD	07 October – 01 February 2014 (exams included)
SPRING ORIENTATION (COMPULOSRY)	06 January 2014
SPRING TERM DATES	06 January – 19 April 2014

The list of courses is not available at the moment

## INSEEC-IUM – Monaco Campus

### The International University of Monaco

The International University of Monaco is accredited by the United Kingdom's Association of MBAs (AMBA) and is thus able to award Master Degrees in Business Administration. This business school is located in the Principality of Monaco, Monte-Carlo on the French Riviera. Within this school international students can take undergraduate, graduate and postgraduate level courses.

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FALL SEMESTER ORIENTATION (COMPULSORY)	06 September 2013
FALL TERM DATES	09 September – 20 December 2013
SPRING SEMESTER ORIENTATION (COMPULSORY)	13 January 2014
SPRING TERM DATES	13 January – 16 May 2014 (exams included)
SPRING EXAMINATION RETAKE SESSION	TBC

All business programs are taught in English. The list of courses is available on the website:

[www.monaco.edu/international-university-monaco.cfm](http://www.monaco.edu/international-university-monaco.cfm)