



SUMMER SCHOOL IN PARIS JULY 2019



As a multi-disciplinary higher education platform, **INSEEC U.** offers an innovative and unique pedagogical approach in the French educational landscape. It includes Grandes Ecoles and programs in Management, Engineering, Communication and Political Science. Courses at **INSEEC U.** combine online and face-to-face training (thanks to **9 campuses** in Europe, San Francisco and Shanghai).

Federated around the values of freedom, social responsibility and quality, the schools that **INSEEC U.** brings together work in synergy, with a constant objective of **openness, global coherence and employability**.

INSEEC U. thus supports the major transformations of our society by training students and employees throughout their professional life.

INSEEC U. is the new name of INSEEC Group, created in 1975 in Bordeaux as a Business School. It has diversified its locations and its programs (Bachelors, Masters, MSc & MBA, DBA, Preparatory schools) in order to become the leading French Group in private higher education.

INSEEC U. for: United, Unique, Universal.



CATHERINE LESPINE
President of INSEEC U.



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Summer programs

A UNIQUE EXPERIENCE AT THE HEART OF INSEEC U.'S EDUCATIONAL EXCELLENCE

INSEEC U. welcomes students & professionals **from all over the world** who have the curiosity to learn the French language, business cultures, innovation & entrepreneurship.

INSEEC U. offers 13 summer certificate programs, during July, in Paris on its Campus Eiffel.

SUMMER SCHOOL

Each 3-week summer program provides participants with a real understanding of the French language, business cultures, innovation & entrepreneurship, engineering, luxury, political science... Each summer program includes of **60 hours of courses**, in English with **seminars**, **case studies**, **company and cultural visits**.

DELIVERY OF THE CERTIFICATE AT THE END OF THE SUMMER SCHOOL

The final grades of the certificate obtained by the candidates will reflect a mix of:

- . active participation, oral presentations
- . case studies, workshops
- . exams

Each 3-week program delivers 8 ECTS credits.

Attendance to all lectures is compulsory in order to obtain the Certificate.





International Project Management Project Management

Provided by FSCE INTERNATIONAL RINGINGS SCHOOL

AN INTRODUCTION TO PROJECT MANAGEMENT

The course of Project Management aims to help individuals and researchers to deepen their knowledge in one of the most important and modern scientific fields.

More specifically, its purpose is to provide the necessary resources to individuals wishing to upgrade their professional prospects, by cultivating skills related to the modern methods of designing, monitoring, selection, evaluation methodology and project budgeting.

Topics such as the bureaucratic practices of project management, the management principles and the tools used in projects' execution, the management of human resources and the formulation of an effective policy control, are included in the course, so that learners are able to use effectively

the entire range of tools, techniques and methods that make up the main body of knowledge in project management.

TIME, COST & QUALITY

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HUMAN RESOURCES, COMMUNICATIONS, RISK AND PROCUREMENT MANAGEMENT

PROJECT HUMAN RESOURCES MANAGEMENT

Project Human resource Management Processes, RAM (Responsibility Assignment Matrix), Motivational Theories, Conflict Management Methods, Roles and Responsibilities, Managing Change Techniques.

PROJECT COMMUNICATIONS MANAGEMENT

Project Communications Management Processes, Communications Model, Types of Communication, Project Manager Communications, Effective Team Communications and Exercises.

PROJECT RISK MANAGEMENT

Project Risk Management Processes, Risk Defined, Qualitative and Quantitative evaluation of risk.

PROJECT PROCUREMENT MANAGEMENT

Project Procurement Management Processes, Make / Buy Decisions, Elements of Contracts, Negotiation.



French Luxury Management Marketing & Management

Provided by ESCE INTERNATIONAL BUSINESS SCHOOL

LUXE À LA FRANÇAISE (ENGLISH)

The course aims to enrich students' general knowledge of the fields of art, fashion and luxury over the past century. Additionally we will work on key concepts in fashion advertising, by acquiring a base in the history of luxury (fashion, jewels, accessories) and in the evolution of technics in luxury marketing throughout the twentieth century. Upon completion of this course, students will be able to anticipate trends. Furthermore, this course will allow students the opportunity to develop their creativity in the field of communication.

EXPLORING FRENCH WINES

Introduction to the French wine industry in relation to other major producers and global competitors in an expanding marketplace:

- . Get an overview of strategic issues surrounding French wine today
- Learn about the various climatic and economic factors influencing how wine is made

- . Learn about the economics and marketing of wine
- . Learn how to taste and evaluate wine from white, red, rosé to sparkling.

HOW TO BECOME A FRENCH GOURMET

This course presents the multiple facets of French gastronomy via the following recipe.

Mix 1/3 culinary culture (history, chefs, iconic dishes) with 1/3 knowledge of products from the French « terroir » and add a final third of knowledge of technique and « savoir faire » with highlights being a different tasting in each class and one or two culinary workshops.



Bring Out Jour Inner French your Inner

Provided by ESCE INTERNATIONAL BUSINESS SCHOOL

BOOST YOUR FRENCH (INTENSIVE FRENCH COURSE) BEGINNER OR INTERMEDIATE OR ADVANCED BEGINNER

This course is an introduction to French Language. It is designed for students who have never learned French or whose knowledge is limited to a few words. It combines basic grammar, vocabulary and communication skills studied in real life situations.

INTERMEDIATE

Ce cours de langue française permet aux étudiants d'acquérir les compétences de communication essentielles à la vie quotidienne en France. Il couvre les domaines de la famille, des achats, de la formation, du travail, des études et du tourisme.

ADVANCED

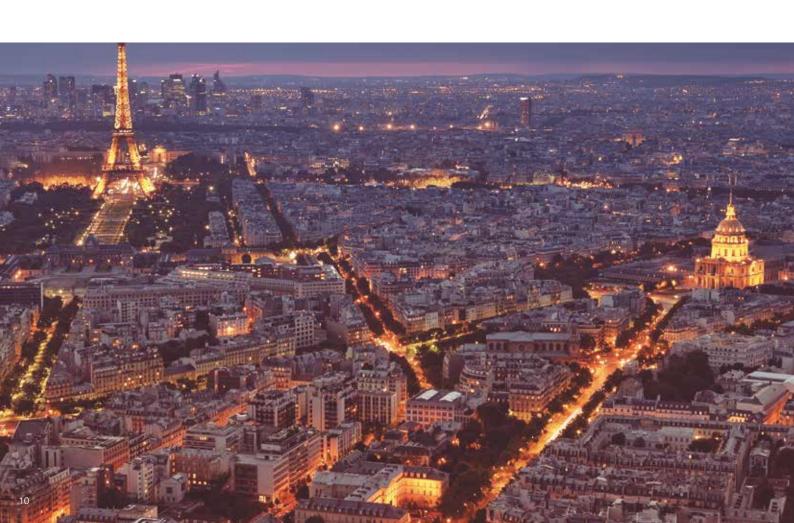
L'objectif de ce cours est de permettre aux étudiants de communiquer et d'interagir dans les situations courantes de la vie quotidienne et professionnelle, d'exprimer des idées et de comprendre différents points de vue.

THE SECRETS OF BEING FRENCH TAUGHT IN ENGLISH

The general goal of this course is to develop an intermediate-level proficiency in understanding French civilization, culture and society. It will provide students with some basic and practical tools to take advantage of their stay in Paris and handle the various everyday situations they will get to experience with more insight and distance, from a cultural point of view.

TAUGHT IN FRENCH

Ce cours propose une vue d'ensemble de la culture et de la civilisation française. Son objectif est de donner aux étudiants les outils pour comprendre la culture et les comportements des français. Les connaissances concernent l'histoire, la géographie, l'économie, la politique et la culture française.



Marketing Morketing for the 21st century Fronted at the state of th

Provided by FSCE INTERNATIONAL RISINESS SCHOOL

GLOBAL MARKETING

This course will provide an overview of international marketing and global marketing strategies. We will evaluate the environmental studies and challenges by evaluating the barriers to entry both on cultural and policy levels. Individual class projects will emphasize current trends and propose an original outlook into business possibilities of international marketing strategies of global corporations.

DIGITAL MARKETING

This course will provide an overview of E-Marketing and implement a strategic plan. Analyzing current Internet, mobile, and multi-media campaigns, we will evaluate evolving marketing techniques and promotional technologies and find ways to integrate them into an effective communications strategy. Emerging media channels and cases will be analyzed to predict future trends. Class projects will emphasize current trends and propose an outlook into the new marketing landscape.

SENSORY MARKETING

Sensory Marketing provides an overview of the strategies marketers may pursue in different industries to address their consumers' five senses (tactile, auditory, visual, olfactory, and gustatory) in reference to both their service environments and brands.



Introduction to Introduction to Inavel Retail

Provided by ESCE INTERNATIONAL BUSINESS SCHOOL

Have you ever spent time waiting in the boarding area of an international airport? Security regulations requiring passengers to spend significant pre-boarding time have created new opportunities to turn otherwise wasted waiting time into new ways of doing business. Due to the diversity of passenger profiles, brands use these captive moments to create environments where shopping becomes an exciting moment and help this global traveler become aware of and test new products and brands. In this emerging field specific knowledge and skills are required to gather insights into this new consumer. How can waiting time be turned into both enjoyable shopping experiences and profitable business opportunities? This program intends to introduce you to this new way of shopping. The teaching approach employs with case studies to prepare students to be able to respond to specific Travel Retail issues.

OPPORTUNITIES OF TRAVEL RETAIL

Understand the specificities of Travel Retail: from concept to operations. Discover the opportunities for growth within Travel Retail.

TRAVEL RETAIL STRATEGIES

Insights into the operational aspects of Travel Retail: Learn the underlying rationale of Travel Retail including tourist areas and specific Travel Retail products and brands.

TRAVEL RETAIL MARKETING & COMMUNICATION

Adapting the fundamentals and trends in marketing (retail, merchandising, customer experience, luxury) & communication (physical, digital, phygital...) to Travel Retail.

UNDERSTANDING THE RETAIL TRAVEL CUSTOMER

Applying marketing strategies to profile passengers and develop relevant actions.

LAW & REGULATIONS CONCERNING TRAVEL RETAIL

Explore both legal and organizational rules specific to and that govern Travel Retail: airport security, intellectual property, local and international laws, taxation.

PERSONAL DEVLOPMENT

This course provides an overview of the emerging professions in Travel Retail.



International Business in International Globalization an Ena of Digital Globalization

Provided by FSCE INTERNATIONAL RIGHES SCHOOL

This course aims at understanding the changes and trends and how global companies can react and adapt to the new rules of international business.

UNDERSTANDING INTERNATIONAL **BUSINESS ENVIRONMENT**

This course examines complex international economic, political, social and business environment. It aims at analyzing the current geopolitical conflicts. It gives insight about 5 major changes that affect international business:

- . The Post 9/11 era: the globalization of terrorism
- . The Political Ecology of War, Natural Resources and Armed
- . The European Union and the migrants crisis: Turkey as a key actor between the European Union and the Mediterranean
- . The Geopolitical changes in strategic perceptions in Asia, the rise of China and its relations with South East Asian countries, North Korea and Japan
- . The uprisings in the Middle East area.

DEVELOPPING POTENTIAL MARKETS:

- . Doing business in China
- Doing business in India
- . Doing business in Russia
- . Doing business in Africa

This course aims to familiarize participants with all aspects of potential markets. These regions and countries are very important for the economic and strategic development of global companies. By the end of the class, you will have a firm grasp of the potential of each market, of the major language, cultural, social and behavioral differences, and of the projected growth and expansion.

UNDERSTANDING THE GLOBAL CONSUMER

This courses aims at understanding the current paradoxal global customer aspiring to exciting global brands and longing at the same time for local identity and proximity.

The course emphasizes learning more about customers needs by integrating information about their usage, behavior, and market trends; learning about what information big data can provide and how to use it in order to develop stronger relationships with customers through social media.

MOVING TO A SUSTAINABLE LOGISTICS

The course provides a comprehensive overview of the economic proposals related to sustainability in international business. How to integrate environmental objectives and environmental strategies? It covers different issues and all the stages of the logistic chain: purchasing and procurement, the trend to fair trade, the quest for ethical approach, the issues about packaging. It examines green strategy of transportation and circular economy.

DEFINING POTENTIAL AND MARKET ENTRY STRATEGY

A concrete business situation thanks to a group project. The project is about assessing the business opportunities of an emerging market. The course will provide tools in order to carry on a country risks and business opportunities analysis. The objective is to issue recommendations how to develop a business strategy, be familiar with the ability to develop business in an emerging market, mitigate risks and determine the best entry modes.



Doing Business in Europe

Provided by EBS PARIS

This program will introduce students to the particularities of European business culture, focusing on the realities of doing business in Europe. The program is structured around 3 modules: European Management, International Human Resource Management and French Culturals studies.

EUROPEAN MANAGEMENT

MANAGEMENT PRACTICES IN EUROPE

The different strategies and practices of management in today's Europe will be outlined, with particular emphasis on a comparative study of what is done in the E.U. and the rest of the world

EUROPEAN BUSINESS INTELLIGENCE

The full range of B.I. tools currently in use in the E.U. will be presented. It will allow students to apply what they have learned to their home environment.

INTERNATIONAL HR MANAGEMENT

This course reviews various global human resource subjects with particular emphasis on the executive leadership challenges associated with managing a workforce in and/or across Europe, Asia and North America.

The topics include job analysis, human resource planning, recruitment, selection, performance appraisal, training / development, compensation / incentives, discipline and grievance procedures, diversity, unique geographical requirements such as equal employment, and organization culture.

FRENCH CULTURAL STUDIES

SURVIVAL FRENCH

This course is designed to give students the must-knows of French language: i.e. asking directions, ordering food, basic conversation...

FRENCH CULTURE & CIVILIZATION

Interesting aspects of France with a special emphasis on Paris and French culture will be addressed in this course. Cultural visits will be linked to the content of this unit.



Entrepreneurship, Digital, Entrepreneurship, Luxury Innovation, Luxury

Provided by EBS PARIS

This summer program is a unique opportunity to experience a team-based and interdisciplinary project in Paris. Across three weeks, you will hone your leadership abilities by exploring, prototyping, and communicating about a world-changing innovation opportunity. The program supports your journey with a mix of weekly workshops, hands-on coaching sessions and real-world visits. Each week, you will engage in activities that will help move your team project forward and at the end of the program each team will have the opportunity to present their business idea.

BUSINESS PROTOTYPING

The objective is to use online tools and available data in order to build models and simulations that will help students explore and validate new business ideas in a risk-free environment. These models will serve as guidelines when putting strategies into action in a creative and fun way.

BUSINESS PLANNING & FINANCING

The critical elements of a business plan will be explained in detail to participants and many types of financing will be discussed. Participants will also be informed on how loans are assessed, and will be provided with tangible examples of common reasons why loans are refused.

LUXURY & FASHION MANAGEMENT

Before discussing luxury management, we need to understand what luxury actually is. What is its history and its environment? We will then address the specific strategies of this diversified sector and how it needs to meet the challenges of tomorrow.

The course will also provide a solid foundation in management, applied to the fashion sector: marketing, strategic and operational approach. It will allow students to better understand and make use of the value of a brand, while also providing a solid comprehension of creation: culture of fashion, culture of design and an overall understanding of the creative process.

This course will include specific visits such as Musée du Parfum, the new Saint Laurent Museum (and maybe temporary exhibitions or fairs, according to the schedule).

ART MANAGEMENT

Museums, art galleries, theaters, opera houses are all institutions. As such, they are legal entities who need to meet legal, economical and organizational requirements to exist and operate within society (just like entertainment companies). Arts Management's role is to help art institutions, both for-profit and non-profit, meet those requirements. Besides, art institutions often face budget and technical constraints that will also be discussed in this course.

1 or 2 visits of the most important exhibitions of the moment according to the schedule.



Doing Diplomacy in Europe



EUROPEAN STATES FOREIGN POLICY

If you had always been curious to know how so many states - sharing few but a part of a continent – could get together to form a common union, this seminar should meet your expectations.

This course aims at presenting the diversity of European Foreign Policies and where this diversity comes from. Indeed, each European State presents specific features in its political, diplomatic and economic preferences and cooperation, both within and outside the European Union.

You will learn about the origin of this diversity: religions, political traditions and systems, geopolitical constraints. You will also know to what extend this diversity has impacted Foreign Policies of the EU member countries and the related challenges for the European Political Construction.

INTERNATIONAL NEGOTIATIONS: NARRATIVE & DIPLOMACY

If you ever dreamt of being able to lead an international negotiation, this course is a perfect introduction to what you should expect. You won't learn how to write historical speech but how to write on an international political and economic matters. You will develop your diplomacy and how to turn it into words. You will – at the reverse – get to analyze political discourses and interviews given by Heads of States & ministers of foreign policy.

This course lives thanks to the participation of the students and their pro-activity. They will be asked to participate in several rolepays in order to put in practice the theories learnt during the seminars.

INTERNATIONAL NEGOTIATIONS : CRISIS AND CONFLICT RESOLUTION

Crisis and conflict resolution is one of the most important skill for an international negotiator as it is one very delicate situation a State can be facing. In this course, the students will learn from study cases, such as anti-EU protests in Greece among other significant illustrative examples. You will be introduced to the mechanism of conflict so that you can be able to determine the main actors in a conflict. You will also know on conflict prevention and management, conflict resolution and post-rehabilitation. By the end of the course, you will know how to select the policies and strategies for Peace building operations and implementations.

EUROPEAN UNION CONTEMPORARY ISSUES

Throughout the recent years, the E.U. has gone through a series of political, economic and migratory crises, resulting in political tensions (Ukraine and Russia), economic turmoil (Greece and the Eurocrisis), the rise of populism and independentist movements, the Brexit and the question of state legitimacy.

During this course, discussions will seek to identify the different E.U. crises and develop the student's reflexion on the E.U. crises potential impact on the E.U. integration process.

This summer program will be a unique opportunity for you to visit some of the key French institutions in international decision making (Assemblée Nationale, Sénat) and meet with international decision makers. You will also have the chance to go to Brussels and visit the European Parliament and know more about the role if this institution and the birth of the European Union.



Responsive and Scalable Web Applications

Provided by ECE PARIS · LYON

INTRODUCTION TO INTERNET AND WEB PROGRAMMING

This course presents the context of programming web pages and applications. Several programming languages will be presented; for instance, HTML, CSS, Javascript, Angular framework and NodeJS platform that enable developing powerful responsive and client-side and scalable server-side applications.

Database management systems will also be introduced. Students shall understand the difference between a relational database such as MySQL and a non-relational NoSQL database like MongoDB, a document-oriented database.

You will learn how utilizing these technologies contributes into the Internet evolution and rapid change.

RESPONSIVE AND RICH CLIENT-SIDE APPLICATIONS

This course allows you to master and manipulate tools, libraries and frameworks that permit to design and develop responsive and mobile web applications.

Angular developed by google, it was initially written for Designers; it is one of the most important and active frameworks nowadays. Initially written in JavaScript, recent versions use Microsoft TypeScript language. It helps quick development of bulky applications and single-page client side applications.

QUICK START

This is a quick start and recall of fundamental web programming languages: HTML, CSS, JavaScript and jQuery.

At the end of this course students shall be able to develop a web page presenting their CV using these languages.

ASYNCHRONOUS SERVER-SIDE TECHNOLOGIES

The objective of this course is to learn how to develop a web application with NodeJS.

NodeJS is one of the most evolving and popular platforms for developing open-source, cross-platform server-side and networking applications. It provides a large library of modules, which facilitates writing applications in JavaScript.

At the end of this course, students shall also understand Transpilers and NPM interaction, develop unit test, use keyvalue databases and understand the difference with relational databases and develop RESTful APIs.

REPORTING WEB APPLICATION

The objective of this course is to use all the technologies you have learnt to prepare an API which collects metrics to store in a database and provides access through a dashboard.



Energy Efficiency Energies Renewable Energies

Provided by ECE PARIS · LYON

CROSS CULTURAL ENVIRONMENT

Students from different countries or regions will interact, bringing different values, viewpoints and cultural practices about Energy Transition. The teachers will encourage exchanges and the trainig case will give students the opportunity to present their country's policy in terms of Energy Transition, Energy Efficiency and Renewable Energy.

GLOBAL ENERGY TRANSITION

Students will learn basic knowledge needed in order to understand today's energy challenge.

This course provides students with the basic knowledge needed for understanding, assessing, and mitigating environmental issues associated with energy production, efficiency rating, storage, transmission, integration in existing portfolio, and consumption.

The focus of this course is concentrated on the key role that energy efficiency and renewable energy are playing into the context of global energy transition.

ENERGY EFFICIENCY TECHNOLOGIES PORTFOLIO

Students will learn basic knowledge needed to quantify and evaluate any economic and environmental benefits associated to energy efficiency in the different sectors (i.e. industry, transport, services, and building).

This course provides students with engineering knowledge and technique for understanding, assessing, and mitigating environmental issues associated with energy consumption. It presents the major regulation tools, policy and tool and incentive programs for accelerating penetration of energyefficiency solutions.

RENEWABLE ENERGY **TECHNOLOGIES PORTFOLIO**

Students will learn basic knowledge needed to quantify and evaluate any economic and environmental benefits associated to renewable energies in the different sectors (i.e. industry, transport, services, and building).

This course provides students with engineering knowledge and technique for understanding, assessing, and mitigating environmental issues associated with renewables. It presents the major regulation tools, policy and tool and incentive programs for accelerating penetration of renewables. It also covers the challenges of high level of integration of renewables in the existing energy mix.

CONFERENCES AND STUDY TOURS

Throughout this program, students will have the opportunity to meet renowned stakeholders involved in the energy transition and to take part in a study tours allowing them to discover companies, plants, urban eco districts, buildings, etc. representative of the different initiatives linked to the Energy Transition.

STUDY CASES & APPLIED TRAINING

Throughout this program, students will have to mobilize their knowledge on applied study cases: they will learn how to evaluate the energy efficiency of a given building, how to improve it, how to design a PV or wind power plant or how assess the return on investment.



Sustainable Development Energy & Green Energy



CROSS CULTURAL ENVIRONMENT

This course provides an overview of cultural environment where students from different countries or regions interact, bringing different values, viewpoints and cultural practices. The course also provides substantial training and professors support.

ECONOMY AND SUSTAINABLE DEVELOPMENT I

This course is open to many different interpretations. The course provides a comprehensive overview of the economic proposals related to sustainability through three bodies of work: the first, describing the point of view presented by the leading economic theory, puts forward the idea of sustainable growth as a necessary and sufficient condition to attain sustainable development; the second, inspired by the notion of limits, attempts to establish socio-environmental constraints within which economic development should take place; the third, addressing Third World conditions, focuses on social inequalities and questions the meaning of the development concept.

ECONOMY AND SUSTAINABLE DEVELOPMENT II

This course brings together the disciplines of health sciences, natural sciences, social sciences, and management in one interdisciplinary Inseec U. Summer program. An "open source" curriculum will be available to students and development practitioners around the world through well-established methods of access and dissemination.

FAIRTRADE MARKET

This course deals with many things: a social justice movement, an alternative business model, a system of global commerce, a tool for international development, a faith-based activity. Students explore various models and concepts of different things such as regulatory and authoritative body, and learn the exchange of goods based on principles of economic and social justice.

MICROCREDIT & CROWDFOUNDING

This course provides an academic foundation for understanding new financial options that students can now use to start and grow ventures. In the introductory article, we integrate strands of the literature on emerging innovations in entrepreneurial finance and provide a framework for a systematic approach to new research questions.

ENERGY TRANSITION AND RENEWABLE ENERGY IN A WORLD OF SUSTAINABLE DEVELOPMENT

Renewable energy technologies have come to the forefront of the global energy transition. Almost every country around the world has adopted a renewable energy target. This course provides an overview of socio-economic knowledge and basic techniques for understanding and assessing energy transition policies for clean energy in order to mitigate environmental and climates issues. As stated in recent REN21 report, positive developments demonstrate the central role that renewable can play in the overall energy system: solar photovoltaic, wind power, biomass energy, geothermal energy... The global objective is to ensure energy access, energy security, energy equity and environmental sustainability with respect to socioeconomic development.

CIRCULAR ECONOMY

The concept of circular economy (CE) is to an increasing extent treated as a solution to series of challenges such as waste generation, resource scarcity and sustaining economic benefits. Specific circumstances and motivations have stimulated ideas relevant to circularity in the past through activities such as reuse, remanufacturing or recycling.

BUSINESS GAME OR GROUP WORKSHOP

The goal of this initiative was to assist faculty members write about their educational innovations. Twenty-four faculty members participated in this intervention, which consisted of a half-day workshop, three peer writing groups, and independent study. We assessed the impact of this intervention through post-workshop evaluations, a one-year follow-up questionnaire, tracking of manuscript submissions, and an analysis of curriculum vitae.

Augmented and Vintual Augmented and Society Reality in Our Society

Provided by ECE PARIS · LYON

PROGRAM OVERVIEW AND OBJECTIVE

We will try by this program to give response to those three

- . What does it mean the term "Virtual and Augmented Reality"?
- . What is the need of the "Virtual and Augmented Reality" in our Society?
- What is the future of the "Virtual and Augmented Reality"? We will present an exhaustive view of the Virtual and Augmented Reality domain, including a global view, a panorama of example, and a projection to the future.

AUGMENTED/VIRTUAL REALITY INTRODUCTION

This lecture provides a comprehensive introduction to the fields of Augmented and Virtual Reality. In this part we will also see how using technology as «VR/AR» can help us in our life; and how it is easy to use this kind of technology.

*No technical previous Knowledge is required. But a previous knowledge of 3D geometry fundamentals, or virtual reality and Object Recognition is a JOKER.

AUGMENTED/VIRTUAL REALITY SENSORS AND NETWORK INFRASTRUCTURE

In this part, we will see how monitoring the technological advances, is one of the keys of the success for RA/RV applications.

A state of the art of the technological advances will presented and the future tendencies will be also explored for this lecture.

- * For this part of lecture, an external visit to AR/VR company in Paris area will be organized.
- ** The students are going also to experiment a basic VR Glasses production during Fablab

AUGMENTED/VIRTUAL REALITY PRODUCTS/PROJECTS AND FUTURE

In this part we will see how to build and sell new applications in RA/RV: how to think the Business Model; and how to include new technology in your work to make it more productive.

 * The students are going to work by groups to propose innovative ideas related to the VR/AR domain. A specific product based on AR/VR technology will be designed by the students. A first technical POC is not requested but will be an excellent additional result.

ACTIVE PEDAGOGY PROGRAM BASED

This program is build based on active pedagogy methodology. "Learning by doing". Each student will be able to produce the best of himself and will be evaluated considering his progression compare to his backgroun.



Practical Information

ADMISSION REQUIREMENT

- . 2 years of higher education or Bachelor degree or equivalent
- . **English proficiency:** Minimum TOEIC score 785 or Minimum TOEFL score 79
- . Minimum of 18 years old
- . Participants are usually between 18-30 years old coming from all over the world.
- . Application and information:

www.inseec-u.com/summerschool-paris

. **Contact:** summerschool@inseec.com

. Application deadline: May 15th, 2019

FEES: 1990 €

These fees do not include: travel costs, housing, Visa, international insurance, local transportation, food, personal expenses...

Visa: Check with the French local Embassy.

A minimum of 15 enrolled students is required to open a session.

























INSEEC U.

KEY FIGURES

25,000 STUDENTS

120,000 FORMER ALUMNI

campuses in France: Paris, Bordeaux, Lyon, Chambéry campuses abroad:
Geneva, Monaco, London,
San Francisco and Shanghai

+1115 business specialties

*30 % international students

350 international university partners

800 professors and teachers

15 INSTITUTIONS

8,000 executives and employees in executive education