



SUMMER PROGRAMS 2020

LUXURY & GLOBAL WORLD

INNOVATION, LEADERSHIP & PROJECT MANAGEMENT

JULY 6-19



ENJOY PARIS

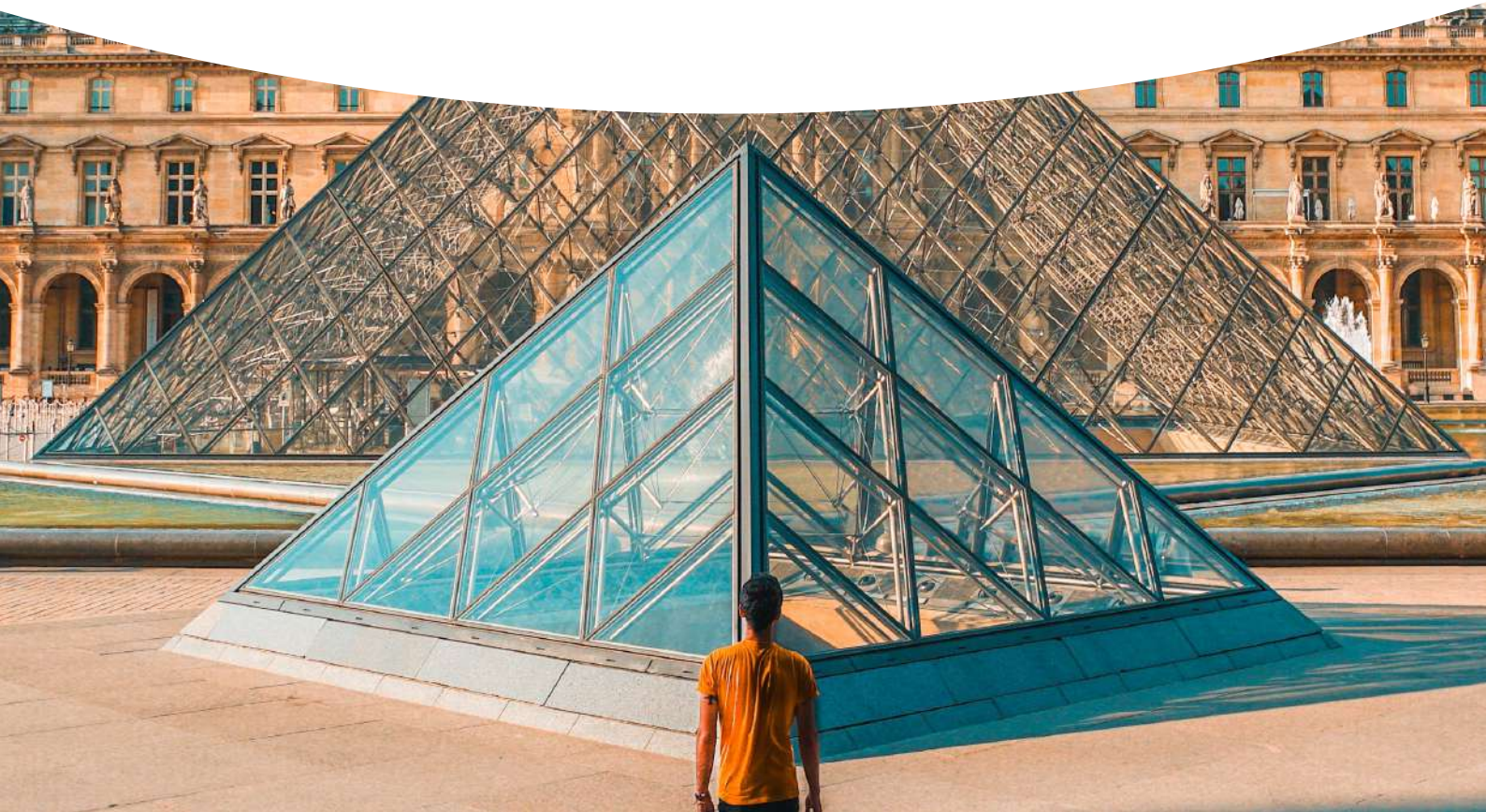
The business capital of Europe,
the city of light.

ISC Paris puts you in Europe's business capital, where the majority of leading French multinational corporations are based. Our location in the French capital allows our students to take advantage of the many professional forums, conferences and trade fairs in the Paris area.

Studying at ISC Paris opens doors to a wide range of careers in a variety of sectors, including fashion, finance, high tech, hospitality, information systems, international trade, luxury goods, retail distribution, technology, and multimedia. **Summer in Paris is an incredible experience.**

Famous for its rich history, stunning architecture and cultural diversity, Paris consistently ranks as one of the world's top tourist destinations. **The city is a hub for artistic and intellectual activities**, with its 1,800 registered historic monuments, 170 museums, 145 theatres, world famous universities, and cultural festivals which take place all year round.

In the summer, Paris is bustling with exciting events and festivals such as the Paris Street Music Festival, Paris-Plages (temporary beaches along the Seine river), and the Paris Jazz Festival – all of these attractions will immerse you in the rhythm of Parisian life with its many sights and sounds.



FIND THE PROGRAM THAT'S RIGHT FOR YOU!

THE ISC PARIS SUMMER PROGRAMS OFFER:

- An in-depth look at the European and French business worlds.
- A unique, intellectually and culturally enriching international experience, in France.
- The opportunity to meet and network with international and French business leaders.
- The chance to immerse yourself in French culture and the ISC teaching environment.
- An international perspective on worldwide business trends.



LUXURY & GLOBAL WORLD

DURATION

- 2 weeks (6-19 July 2020)

ADMISSION REQUIREMENT

- 2 years of higher education or Bachelor degree or equivalent
- English proficiency: B2 level (TOEIC score 785 or TOEFL score 90)
- Participants are usually between 20 – 60 years old coming from all parts of the world.

ECTS CREDITS

- Students will obtain 4 ECTS credits upon completion of this program.

OBJECTIVES

Paris, the city of lights, is famous for being the capital of fashion and luxury.

Luxury is a strong industry which accounts for \$ 1.3 billion in sales in France that is based on values such as modernity, tradition and know-how. It is also an industry in permanent search for innovation that aims to become more sustainable and eco-friendly.

This program will help you:

- Understand the nature of the different luxury customers and their evolution (younger, connected to brands, more demanding). These customers are the source of new business models and value proposition.
- Learn about the environmental commitment of this industry

THIS PROGRAMME WILL

- Give you strong insights of the Luxury sector to enable you to better understand the market
- Help you acquire and develop skills, competences and techniques specific to the industry in order to enable you to become adaptable and effective in this competitive sector
- Allow you to meet professionals to better understand, access the world of Luxury and Fashion and create a professional network

TEACHING METHODS

- Case studies
- Role-playing, group work and workshops
- Corporate site visits (Business attire is mandatory for corporate site visits)
- Interactive learning

PROGRAM DETAILS

- Introduction to Luxury
- Branding
- Luxury fashion
- Wine industry
- Digital in the luxury world
- Supply Chain
- Sustainability applied to Luxury

TUITION AND FEES

Registration	Early-bird*	Partner universities
1 500 €	1 350 €	1 200 €

*Registration by 15th April



MARIO BAEZA

International Relations Manager

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Application deadline: 15th May 2020

Program fees include: course materials, company visits, student card

Program fees do not cover: air tickets, accommodation, local transportation, cultural visits, visa processing fees or personal expenses.

« These Summer Courses have counted a lot for me, they taught me many things that I didn't know before and which were important to me. The people I've known through these courses are wonderful, in the same way for Christelle, Maria and all the professors. I would like to thank you all for this. I hope that I will see you soon because I plan to apply for a Master program next year. »

Khadija Boudaya
UTC Business School, Tunisia

« Overall the quality of this program was really satisfying. The main part that I liked and want you to preserve is the way teachers share real-world situation and experience with the students such as providing examples from their past experiences when they worked in companies. Professor Benedic gave various kinds of leather for students to touch and feel the difference of textures. I also enjoyed the corporate site visits.»

Mavee Robbanjerd
Chulalongkorn University, Thailand



INNOVATION, LEADERSHIP & PROJECT MANAGEMENT

Business innovation cycles have never been so short and to contribute to their success, many disciplines have to come together: project management, creativity, leadership, innovative thinking.

This program is taught entirely in English by most skilled professors issued from leading companies.

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OBJECTIVES

This course aims at providing students with solid basis and understanding of innovation, creation and creativity, Design Thinking and the methodology of project management in order to develop your leadership and complete a successful project.

THIS PROGRAMME WILL

- Help you develop your skills and knowledge to effectively lead and manage a project
- Allow you to meet professionals to create a professional network

TEACHING METHODS

- Case studies
- Business Game
- Workshops
- Site visits to innovative companies (Business attire is mandatory)
- Interactive learning

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Registration	Early-bird*	Partner universities
1 500 €	1 350 €	1 200 €

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ISC PARIS CAMPUS, PUBLIC TRANSPORTATION AND HOUSING

GETTING TO ISC PARIS BY PUBLIC TRANSPORTATION

- Take the L train from St Lazare (metro line 13) to Clichy-
Levallois (5-minute walk to ISC Paris)
- Bus 53 (→ Pont de Levallois) bus stop: Alsace
- Bus 341 (→ Porte de Clignancourt) bus stop: Alsace
- Bus 94 (→ Levallois – Louison Bobet) bus stop: Porte
d’Asnières.

PUBLIC TRANSPORTATION PRICES

- A 10-ride ticket book (carnet) is 14.90 €
- You can also purchase a “Pass Navigo” for unlimited rides. For central Paris and zones 1-5, a weekly pass is 22,80 € and a monthly pass is 75,20€. It allows you to use the public transportation network in Paris and its suburbs. Make sure to bring a wallet-sized ID photo for your pass.



ACCOMMODATION DURING THE PROGRAM

ADAGIO ACCESS PARIS CLICHY

(10-minute walk to ISC Paris Business School)
19-23 rue Anatole France, 92110 Clichy
+33 (0)1 46 39 93 50

- Brand-new residence hotel
- 6 minutes by train from the center of Paris
- 600 meters from the train station
- Free Wifi

APPART’HOTEL ODALYS CITY

(5-minute walk to ISC Paris Business School)
34, rue Jules Verne, 92300 Levallois-Perret

RÉSIDENCE ÉTUDIANTS LEVALLOIS LES ESTUDINES (STUDENT HALL)

- 1, rue Jules Verne, 92300 Levallois-Perret
- Newly refurbished
 - 200 m from ISC Paris
 - Internet

