

# INTERNATIONAL SUMMER SCHOOL



# THE ROUEN BUSINESS SCHOOL INTERNATIONAL SUMMER SCHOOL

## Cultivating International Business Competence since 1999

The International Summer School at the Rouen Business School is an intensive 2 or 4-week program open to undergraduates and Master's level students of all disciplines who wish to experience France and French culture, develop cross-cultural skills and in-depth understanding of Business Ethics and International Negotiation skills while at the same time earning up to 6 U.S. credit hours.

The program is divided into 2 sessions of 2 weeks which can be taken separately or together. The first session focuses on Business Ethics in a Changing World while the second focuses on Global Management Practices and an intensive International Negotiation Workshop. In addition, participants will have the chance to participate in several workshops on French culture and European history, including wine tastings, gastronomic meals, workshops on French language, cinema, art and music and excursions to Monet's Garden and the impressionist museum in Giverny as well as a tour of the Normandy Landing Beaches. Finally the historic city of Rouen provides an excellent location from which to explore Paris and the rest of Europe.



**JULIAN BOWERS**  
HEAD OF INTERNATIONAL SUMMER SCHOOL PROGRAMS



### KEY POINTS

- Study with French and International students at a Prestigious European Business School
- Learn about French language and culture, food, wine, cinema and art in our workshops and excursions to Monet's Garden, the Impressionist Museum, the Caen Peace Memorial and the D-Day Landing Beaches
- Work with a panel of experts in ethics, innovation, cross-cultural management and international negotiation.
- Earn 6 U.S. Credit hours in only 4 weeks

### HOW TO RESERVE YOUR PLACE

- To apply online, please go to <http://apply.rouenbs.fr>
- To be sent a hard copy of our application form, please contact [jbw@rouenbs.fr](mailto:jbw@rouenbs.fr)

### CONTACT INFORMATION

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### COSTS OF PROGRAMS

Tuition fees (include courses, lunches, visits and accommodation)

- **SESSION 1**  
Business Ethics in a Changing World, 2 weeks: € 1,600
- **SESSION 2**  
Global Leadership & International Negotiation, 2 weeks: € 1,600

Special rates apply to our partner universities or group bookings. Contact us for more information.



*It was a great experience, helped me learn a lot about the French culture and meet new people. Not only did I learn a lot, I also think it opened my eyes to a new culture."*  
**Li Wang, Wuhan University, China**



## SESSION 1: 2 weeks

### Business Ethics in a Changing World

In a time of financial crisis and corporate abuse, this course explores the complex and often confusing ethical landscape of modern business. It looks at the very real ethical and moral dilemmas faced by business people in a globalized and rapidly changing world. It examines why ethics are important in business, what level of social responsibility we can expect from business leaders, what fosters an ethical culture in businesses and organizations, what contemporary forces in international business are corrupting the fragile and delicate tissue of ethical principle, value-based action, and moral constraint in the global economy as well as examining the complications caused by rapid technological innovation.

## SESSION 2: 2 weeks

### Global Leadership & International Negotiation – Embracing diversity in the workplace and doing business across borders

Effective global management requires excellent cross-cultural management skills as well as a good grounding in negotiation fundamentals. Therefore, the first part of the course aims to provide students with practical tools which will enable them to effectively analyze and respond to cross-cultural conflicts that they will encounter in their professional lives by looking at the effect of culture on global business plans, human resource managerial strategies, and social & business gatherings. In the second part of the class, students go beyond theories, and through a series of practical case studies, will have the opportunity to improve their interpersonal skills in intercultural negotiation situations including preparing for negotiations, effective negotiation strategy, responding to arguments and overcoming cognitive, emotional, cultural and institutional obstacles as well as touching briefly on multi-party and agent negotiations and overcoming conflict through mediation.

### PROGRAM FEE INCLUDES:

#### > ACTIVITIES

- Guided tour of Rouen
- Gastronomic dinners
- Cooking classes
- Wine tastings
- Monet's garden and impressionist museum
- Landing Beaches
- Fete de la musique

#### > WORKSHOPS

- Survival French
- French culture
- Impressionism in Normandy
- French cinema
- Oenology
- French & EU history

As well as accommodation, bus passes and lunch on campus



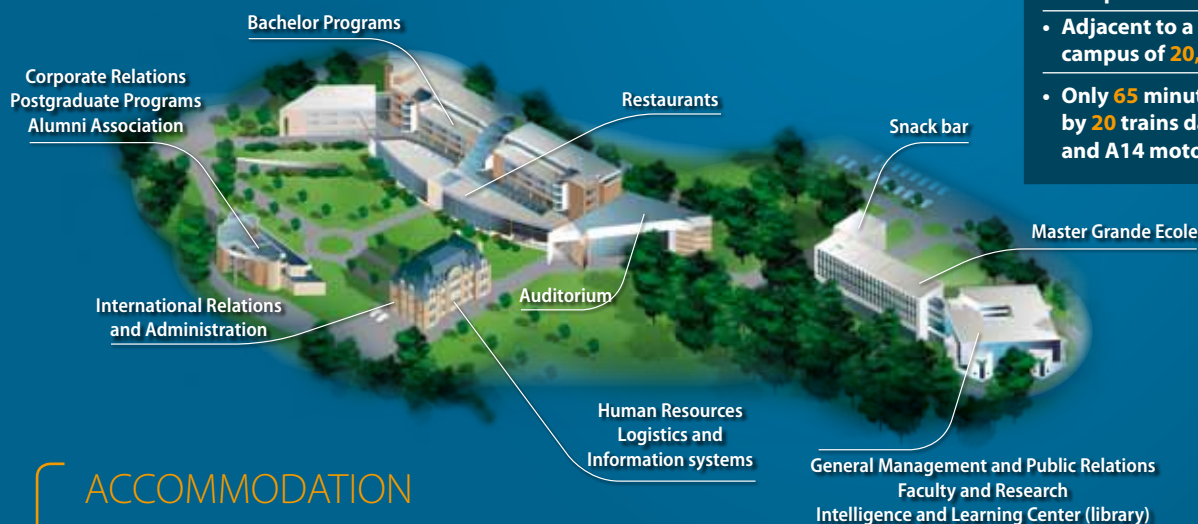
*Overall, I had a very fun and educational experience and the program definitely has made me want to study abroad again in the future... I learned a lot about the French culture and about myself."*  
**Gina, Northeastern University, USA**



# ROUEN BUSINESS SCHOOL AND ITS CAMPUS

Ideally situated, just one hour from Paris, with easy access to London and Amsterdam by train, and all of Europe by air, in the historical capital of Normandy, the EQUIS accredited Rouen Business School features 25,000 m<sup>2</sup> of modern teaching and administrative facilities in private 10 acre parkland. With over 3,000 French and International students from undergraduate to MBA level, the school provides a vibrant and stimulating environment in which to live and study.

- Over **3,650** students including **1,000** international students from over **60** nationalities
- Over **15,600** graduates
- **25,000 m<sup>2</sup>** premises in a **7ha** park
- Adjacent to a university campus of **20,000** students
- Only **65** minutes to Paris linked by **20** trains daily and by **A13** and **A14** motorways



## ACCOMMODATION

Students can choose between accommodation in student residences, or in one of our host families.

### Student residences:

The student residences are located in downtown Rouen with easy access to Campus by Bus. They provide individual furnished studio apartments with Kitchenettes. They are from 20-27m<sup>2</sup> (220 – 290 sq ft.). They include Wi-Fi access, doors with security access code, a fitness center, a security guard at night, and access to washing machines. A swimming pool and gym are available at a reduced rate nearby during your stay.

### Host families:

Our carefully selected host families allow for a truly immersive experience. Students will have their own individual rooms (or in some cases, studio apartments) and will have the opportunity to participate in the day to day lives of their hosts. They will be provided with breakfast and dinner during the week and full board on the weekends. All our families live in individual homes in the city center or near the campus and have a lot of experience participating in student programs as well as truly enjoying sharing their family lives with foreign students.

## ROUEN

Capital of Upper Normandy  
 Pop. 533,000 (Agglomeration)  
 Pop. 111,000 (City Center)  
 A Rich history:  
 Richard the Lionheart, Joan of Arc, Gustave Flaubert, Victor Hugo, Pierre Corneille, Claude Monet...



## What to do while you're here ?

**Normandy:** Mont Saint Michel, Bayeux Tapestry, seaside towns of Etretat & Honfleur, The D-Day Landing Beaches, Caen Peace Memorial & American cemetery

**Paris:** Eiffel Tower, La Défense (Business District) & Euronext Stock Exchange, Museums (Musée d'Orsay, Musée Picasso, Le Louvre...), Père Lachaise cemetery, (Edith Piaf, Jim Morrison, Balzac, Proust, Oscar Wilde...)

**France & Europe:** London Stock Exchange, European Commission and Parliament in Brussels, vineyards in Champagne & Bordeaux...

**AND MUCH MORE... !**

*The city of Rouen is the most quaint and charming city I've ever seen. Anyone who gets a chance to see it and learn about through school programs should definitely do it.*  
**Justin, Weatherhead School of Management, Case University USA**



### HIGHER EDUCATION AND HANDICAP

Rouen Business School actively supports the rights of persons with disabilities.

For more information, please contact Daniele Pederzoli who is dedicated to helping and advising students with handicap: [dpd@rouenbs.fr](mailto:dpd@rouenbs.fr)



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