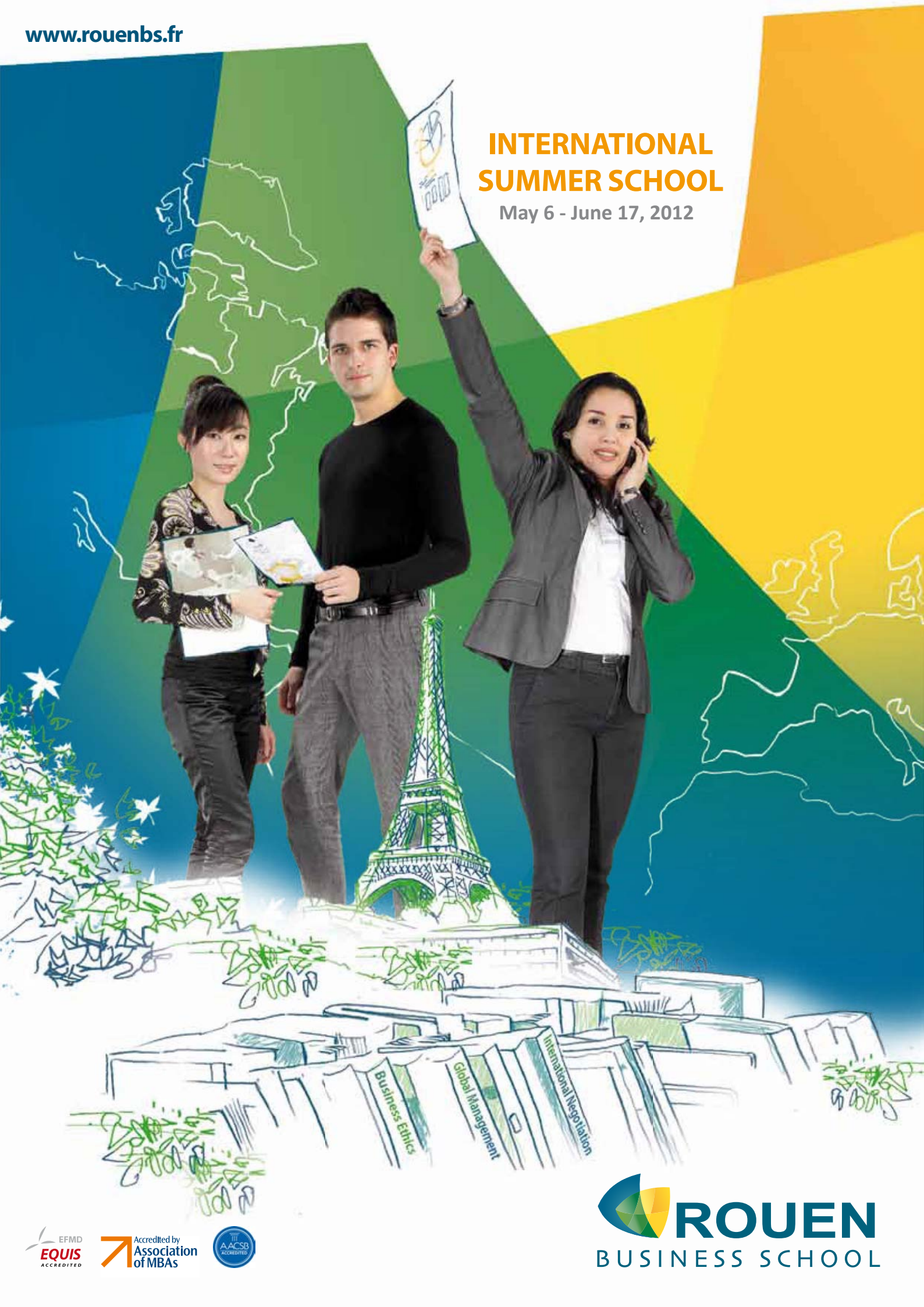


INTERNATIONAL SUMMER SCHOOL

May 6 - June 17, 2012



THE ROUEN BUSINESS SCHOOL INTERNATIONAL SUMMER SCHOOL

Cultivating International Business Competence since 1999

The International Summer School is an intensive 6-week program open to qualified undergraduates of all disciplines who wish to experience France and explore French culture. The program aims to develop cross-cultural skills and provide an in-depth understanding of European business practices with a focus on sustainability and ethics. Courses are worth 16 ECTS or 8 U.S. credit hours and, depending on home institution regulations, count as credits in International Business, Humanities or as general electives.

The session is divided into 2 classes, each with several modules. The first class is called European Business and Ethics and the second is French Language and Culture. European Business and Ethics includes modules on European Business Environment, Corporate Social Responsibility and Business Ethics in Practice and EU History and Institutions. French Language and Culture includes modules on French Civilization, French Language and Developing Cross-Cultural Competencies.

In addition, students participate in several workshops on French Culture and European history, including wine tastings, gastronomic meals and cooking classes. Excursions include visits to Paris and Versailles, Monet's Garden and the impressionist museum in Giverny, as well as a tour of the Normandy landing beaches. Finally, located one hour from Paris, the historic city of Rouen provides an excellent location from which to explore the rest of Europe.

**NO PREVIOUS EXPERIENCE OF THE FRENCH
LANGUAGE REQUIRED**



JULIAN BOWERS

HEAD OF INTERNATIONAL SUMMER SCHOOL PROGRAMS



KEY POINTS

- Study at a prestigious European Business School
- Learn about French language and culture, food, wine and art in our workshops and excursions to Monet's Garden, the Impressionist Museum, the Caen Peace Memorial and the Landing Beaches
- Work with a panel of experts in ethics, cross-cultural management and European business
- Earn 8 U.S. Credit hours or 16 ECTS Credits in only 6 weeks
- Accommodation, transportation and cultural excursions included in the program
- The best of both worlds, an historical French Town just over 1 hour from downtown Paris
- No previous experience of the French language required

HOW TO RESERVE YOUR PLACE

- To download your application form, please go to <http://summerschool.rouenbs.fr>
- Send your completed application form to jbw@rouenbs.fr please contact jbw@rouenbs.fr

CONTACT INFORMATION

International Summer School

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Need more information ?

Join us on Facebook and ask the alumni !

([facebook.com/groups/207531692639895](https://www.facebook.com/groups/207531692639895))

COSTS OF PROGRAMS

Tuition fees (include courses, lunches, visits and accomodation) : € 4,200

Special rates apply to our partner universities or group bookings. Partial scholarships are available for students from some countries

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



THE CLASSES

1. European Business and Ethics

In a time of financial crisis and corporate abuse, this course explores the complex and often confusing ethical landscape of modern business as well as how to effectively conduct business in a European context through three modules (European Business Environment, Corporate Social Responsibility & Business Ethics in Practice, EU History & Institutions).

Module 1: European Business Environment, provides an overview of the many opportunities available in Europe for international companies while examining the tactical responses and theoretical knowledge needed to navigate the environmental factors inherent in doing business in Europe.

Module 2: Corporate Social Responsibility & Business Ethics in Practice, introduces philosophical and historical concepts of ethics and examines corporate behavior in the US, Europe and emerging markets through debates and case studies.

Module 3: EU History and Institutions, gives students the necessary context and underlying information required to truly understand European business by looking at the EU as an economic and political process, describing modern European political institutions and its history of international relations while looking forward to the implications that the enlargement of the EU and current EU policy have on business today.

2. French Language and Culture

Effective global management requires excellent general cross-cultural management skills and as well as a specific understanding of other cultures and languages. Through three modules (French Civilization, French Language and Cross-cultural communication), this course helps students develop the skills needed to thrive in the increasingly diverse environment of modern international business while providing an understanding of modern France and improving French language competence.

Module 1: French Civilization, provides students with an overview of France and French culture both past and present. By looking at key points in French history and tracing the influence of these events to modern France, students will examine contemporary issues of French life, as well as gaining an understanding of the challenges that the country faces in the contexts of global economics and politics.

Module 2: French Language, aims to improve the participants' level in French, whether complete beginner or advanced speaker. Students will be given a placement test upon arrival and are assigned to a group which corresponds to their abilities. Classes are taught in a communicative style and emphasis is given to improving oral communication and listening comprehension skills.

Module 3: Cross-Cultural Communication, takes a multi-disciplinary perspective, drawing from social anthropology, social psychology, organizational behavior & management theory to provide students with practical tools applicable in a variety of cross-cultural situations to enable them to succeed in the increasingly diverse context of modern international business.

PROGRAM FEE INCLUDES:

> ACTIVITIES

- Guided tour of Rouen
- Gastronomic dinners
- Cooking classes
- Oenology class & wine tasting
- Monet's garden and impressionist museum
- A guided tour of the landing beaches and Caen peace memorial
- Group trip to Paris, including
 - A boat tour of Paris
 - Guided tour of the Louvre
 - Company visits

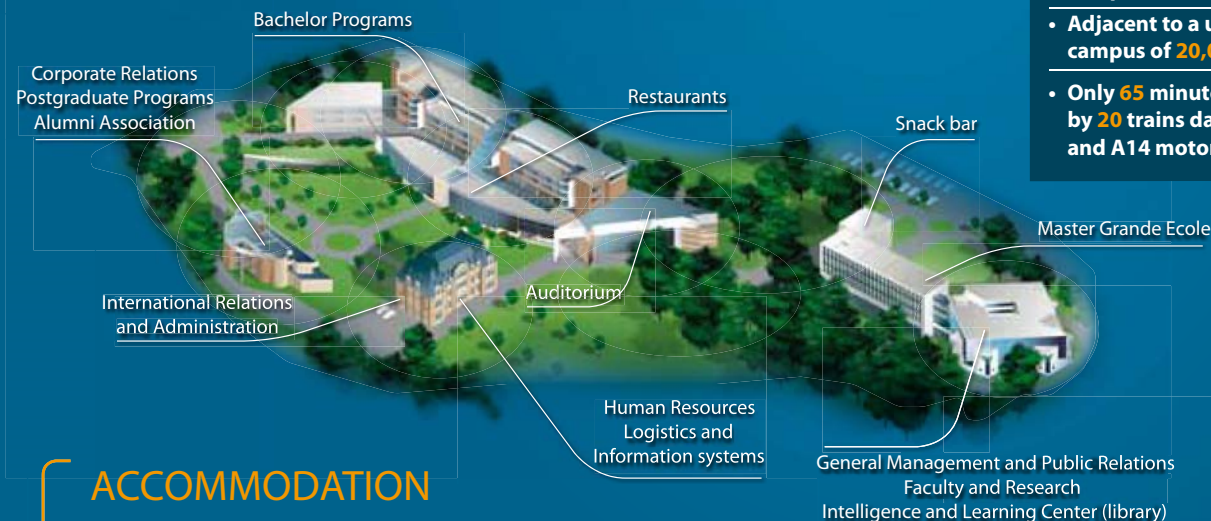
As well as accommodation, bus passes and daily lunches on campus



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, AACSB and AMBA accredited Rouen Business School features 25,000 m² 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 m²** 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.

The student residences are located close to the campus with easy access to the downtown area. They are either individual furnished studio apartments or shared apartments with a shared common area, kitchenettes and separate locking bedrooms. They are from 20-27m² (220 – 290 sq ft.). They include Wi-Fi access, doors with security access code, 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

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