



This summer, make Paris your dream classroom

**A TWO-WEEK HANDS-ON IMMERSION
TO DISCOVER A BUSINESS FROM A DIFFERENT ANGLE**

FROM 3RD TO 17TH JULY 2016

- > LUXURY, LIFESTYLE & FASHION MARKETING
- > MODERN & CONTEMPORARY ART IN PARIS
- > LUXURY BRAND MANAGEMENT
- > INTERNATIONAL ENTREPRENEURSHIP
- > GEOPOLITICS & DIPLOMACY
- > EVENT MANAGEMENT



**CONTACT HOURS + CONFERENCES + COMPANY VISITS + EXCURSIONS
+ EVENTS + ACCOMMODATION**

CONTACT:

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Luxury, Lifestyle & Fashion Marketing

3rd to 17th July 2016

Experience a 2 week absolute immersion into the French world of luxury, lifestyle and fashion! You will have the opportunity to go behind the scenes and experience luxury brands, all whilst having fun in the City of Light!

OVERVIEW

- > **1 topic per week:**
 - Haute Gastronomy, Wine & Spirits
 - Fashion & Haute Couture
- > **36 contact hours**
- > **24 hours** of business tours in Paris
- > **2 day excursion** to Deauville, the Parisian Riviera
- > Debates and conferences
- > **7.5 ECTS + Course certificate**

HIGHLIGHTS

- Courses:**
- > Food & Wine market economics
 - > Luxury Retail management
 - > Fashion trends analysis
 - > Design & tableware Industry
 - > Creativity & innovation management
- Visits:**
- > Chocolate cooking class
 - > Top 5 Parisian concept stores
 - > Fauchon / Hédiard / Angelina
 - > A French designer's workshop
 - > Baccarat Museum
- Events:**
- > Dinner & Wine Tasting
 - > Potluck dinner on rooftop terrace with amazing views of Paris and the Bastille Day fireworks

EXCLUSIVE PACKAGE

- > Airport pick up
- > 2 week metro pass
- > Housing in our partner hotel in central Paris
- > Museum entrance tickets & travel for excursions
- > Program activities and evening events
- > Access to our new Cluster Campus, online library and school facilities

Excluding: insurance, personal expenses, daily meals and drinks.

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Program

WEEK 1 - FRENCH HAUTE GASTRONOMY, WINE & SPIRITS

Arrival in Paris - Airport pick-up

Day 1: Welcome to Paris

Morning: class by Valérie Haie - Introduction to Luxury and French fine grocery markets.

Afternoon: lecture by David Boileau, Cognac Ambassador.

Day 2: French Table Art

Morning: class by Michel Dalonneau - Introduction to French Table Art and traditional French know-how.

Afternoon: visit to the Baccarat Crystal Museum and the Noël store specialized in luxury embroidered home linen.

Evening: wine tasting and tapas.

Day 3: Gourmet Food Store

Morning: breakfast at Angelina, a coveted famed tearoom known for its rich heritage and a worldwide symbol of the French 'art de vivre'. Class - Introduction to French Étiquette.

Afternoon: class by TingTing Mo - Luxury Brand Communication.

Day 4: The Luxury Chocolate Market

Morning: class by M.A. Leray, master chocolate chef.

Afternoon: visit of «Le Musée Gourmand du Chocolat». Discover the secret of chocolate and its 4000 years of history. See how real chocolate is made, taste the different flavours, and make your own chocolate bar!

Day 5 & 6: Week-end in Deauville/Trouville

A river separates the two cities. On the right bank: Trouville, a fishing village with cobbled streets, artisans and fishing boats. On the left bank: Deauville, often referred to as the Parisian Riviera, characterized by its luxury shops and hype entertainment. With a race course, harbor, international film festival, marina, conference center, Grand Casino and sumptuous hotels, Deauville is known as the «Queen of the Norman beaches» and is one of the most prestigious seaside resorts in France.

Day 7: Day off

PRATICAL INFORMATION

Rates: € 3000 • € 3900 with accommodation

Application deadline: 6th May 2016

Program subject to change and requires a minimum number of enrollments to open.

WEEK 2 - PARISIAN FASHION & HAUTE COUTURE

Day 8: French Haute Couture

Morning: class by Valérie Haie - History of Haute Couture since 1848.

Afternoon: Behind the Catwalk - Visit of a feather embroidery designer followed by a hat maker's workshop.

Day 9: French Luxury Retail

Morning: class by Dominique Harnois - Trends and Merchandising in Jewelry.

Afternoon: visit of the top 5 Parisian luxury concept stores followed by the Louis Vuitton flagship store on the Champs-Élysées. Visit of Place Vendôme's jewelry designer workshops.

Day 10: French Fashion Trends

Morning: class by Helen Denamps - From design to creation of a fashion collection, and fashion trends analysis.

Afternoon: visit - Museum «Palais Galliera» to view the treasured dresses of Élisabeth, Countess Greffulhe.

Day 11: French National Day

Morning & Afternoon: free time.

Evening: potluck dinner on rooftop terrace with amazing views of Paris and the Bastille Day fireworks!

Day 12: Intercultural issues in luxury

Morning: class by Sylvaine Castellano - Intercultural Management in the Luxury & Fashion Industry.

Afternoon: student presentations.

Evening: end of program party!

Day 13: Day off

Day 14: Transfer to the Airport

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Modern & Contemporary Art in Paris

3rd to 17th July 2016

PSB Paris School of Business offers you the exciting opportunity to travel to the heart of Europe and experience an amazing 2 week immersion into the contemporary art scene in the City of Light.

OVERVIEW

- > An intensive program package
 - Hands-on workshops
 - Visits to museums, galleries & institutions
 - Professional meetings
- > **24 hour** course load
- > **30 hours of visits**
- > **1 exclusive** day trip
- > **Obtain 7.5 ECTS + course certificate**

HIGHLIGHTS

Courses:

- > Modern Art History
- > Contemporary Art History

Visits:

- > Pompidou Center
- > Museum of Modern Art
- > MACVAL, museum of contemporary art
- > Palais de Tokyo
- > Art Curial Auction House
- > Gagosian Gallery
- > Day Excursion to Metz: Pompidou Center

EXCLUSIVE PACKAGE

- > Airport pick up
- > 2 week metro pass
- > Accommodation in our partner hotel in central Paris
- > Museum entrance tickets and travel for excursions
- > Class field trips and evening events
- > Access to our new Cluster Campus, online library and school facilities

Excludes: insurance, personal expenses, daily meals and drinks.

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PROGRAM

Arrival Day: Airport Pick-up

Day 1

Morning: Welcome breakfast.

Afternoon: Art History lecture on Fauvism, Expressionism, Matisse.

Day 2

Morning: Art History lecture on Cubism and Futurism.

Afternoon: Workshop at the Museum of Modern Art of the City of Paris. Learn how to make a commentary on artwork.

Day 3

Morning: Art History lecture on the birth of abstraction.

Afternoon: Workshop at the Pompidou Center in Paris.

Day 4

Morning: Art History lecture on Bauhaus, Constructivism.

Afternoon: Professional meeting with Katia Raymond, Director of the Tokyo Art Club of Palais de Tokyo.

Day 5

Morning: Art History lecture on Dada, Surrealism, Picasso from Cubism to Guernica.

Afternoon: Professional meeting with Florence Sayag, Cultural Program Manager at the Pompidou Center.

Day 6: Excursion to Metz

Visit to the Sublime exhibition at the Pompidou Center Metz and professional meeting with the mediation team and the FRAC (regional contemporary arts foundation).

Day 7 - Day off

Day 8

Morning: Art History lecture on Postwar art.

Afternoon: Visit inside the collector's home with Frederick Moreaux.

Day 9

Morning: Art History lecture on Marcel Duchamp and the rise of Contemporary Art in the 1960s.

Afternoon: Visit to the MACVAL: Pierre Ardouvin exhibition and professional meeting with Arnaud Beigel, Cultural Mediator.

Day 10

Morning: Art History lecture on art since the 1980s.

Afternoon: Visit to the Art Curial auction house and professional meeting with Isabelle Landreau.

Evening: Boat Cruise on the river Seine.

Day 11 - French National Day

Day 12

Morning: Final workshop preparation.

Afternoon: Student presentations & end of program party!

Day 13: Day Off

Day 14: Transfer to Airport

PRACTICAL INFORMATION

Rates: 3.000€

3.900€ with accommodation

Application before 6th May 2016

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Luxury Brand Management

3rd to 17th July 2016

Welcome to Paris, the world's capital of luxury and fashion! Immerse yourself in the industries thanks to our 2 week study vacation which combines brand management studies with fun in the City of Light!

OVERVIEW

- > **52.5 contact hours**
- > **20 hours** of business tours
- > **1 day-excursion:** Reims – the capital of the Champagne region
- > Visits to luxury companies in Paris
- > **7 ECTS + Course certificate**

HIGHLIGHTS

Courses:

- > Luxury Brand Concepts
- > The Wine Industry
- > Luxury Communication
- > French Luxury Retail Management
- > Luxury Craftsmanship

Visits:

- > Reims: champagne cellars & cathedral
- > Louis Vuitton Foundation
- > Opéra Garnier

Events:

- > Potluck dinner on rooftop terrace with amazing Paris views!
- > End of program party

EXCLUSIVE PACKAGE

- > Airport pick up
- > 2 week metro pass
- > Accommodation in our partner hotel in central Paris
- > Museum entrance tickets & travel expenses for excursions
- > Field trips & scheduled evening events
- > Access to Campus Cluster Paris Innovation, online library and school facilities

Excluding: insurance, personal expenses, daily meals and drinks.

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PROGRAM

WEEK 1

Arrival Day: Airport Pick-up

Day 1: Introduction to the Luxury Industry

Morning: Welcome breakfast.

Afternoon: Introduction to Luxury Industry by Jean-Claude Bronner.

Day 2: Luxury Brand Concepts

Morning: Luxury Brand Concepts by Yue Zhao.

Afternoon: Company visit

Day 3: Intercultural Issues in Luxury

Morning: Intercultural Issues in Luxury by Sylvaine Castellano.

Afternoon: Visit to the famous Opéra Garnier.

Day 4: The Wine Industry

Morning: The Wine Industry by Cyril Blondet.

Afternoon: Company visit.

Day 5: Digital Issues in Luxury

Morning: Digital Issues in Luxury by Vincent Dutot.

Afternoon: Free time.

Day 6: Day Trip to Reims

Visit of a Champagne cellar and Reims Cathedral.

Day 7: Day Off

WEEK 2

Day 8: Luxury Communication

Morning: Luxury Communication by Tingting Mo.

Afternoon: Visit to the famous Louis Vuitton Foundation.

Day 9: French Luxury Retail Management

Morning: French Retail Management by Valerie Haie.

Afternoon: Visit concept stores in Paris.

Day 10: Luxury Craftsmanship

Morning: Luxury Craftsmanship by François Xavier Marquaire.

Afternoon: Case study brief at a boutique in Le Marais, upscale area of Paris known for its trendy boutiques.

Night: Potluck dinner on a rooftop terrace with a magnificent view of the Paris skyline!

Day 11: 14th July – French National Holiday

Day 12: Case study preparation and presentation

Morning: Final case study preparation.

Afternoon: Case study presentation.

Evening: End of program party!

Day 13: Day Off

Day 14: Transfer to Airport

PRACTICAL INFORMATION

Rates: € 3000

€ 3900 with accommodation

Application deadline: 6th May 2016

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International Entrepreneurship

3rd to 17th July 2016

PSB Paris School of Business reveals the special opportunities and challenges an international entrepreneur can face in a global market, specifically in the European Union. Discover the market differences and the ways to professionally navigate a new continent with this two-week program in Paris.

OVERVIEW

- > **39 hours** of courses
- > **11 hours** of visits
- > **30 hours** of hands-on learning and coaching
- > **8 hours** of Master Classes
- > Seminars & Workshops
- > **7.5 ECTS + Course certificate**

HIGHLIGHTS

- Courses:**
Create a Full Entrepreneurial Business Plan from Start to Finish for a European Venture
- Visits & Events:**
- > La Gaîté Lyrique
 - > Tribunal de Commerce
 - > 'The Family' Start-up Incubator and Accelerator
 - > 'La Fabrique' - Fashion and Decoration Institute
 - > 'La Fonderie' - Start-up Incubator and Accelerator

EXCLUSIVE PACKAGE

- > Airport pick up
- > 2 week metro pass
- > Accommodation in our partner hotel in central Paris
- > Museum entrance tickets and travel for excursions
- > Class field trips and evening events
- > Access to our new Cluster Campus, online library and school facilities

Excluding: insurance, personal expenses, daily meals and drinks.

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Program

Arrival Day - Airport pick-up

Day 1

Morning: Welcome Breakfast.

Afternoon: International Entrepreneurship in the EU, team assignments, and team-building course.

Day 2

Morning: Business Plan Methodology and Brainstorming for Entrepreneurship Project.

Afternoon: Coached group work, workshop with a local entrepreneur, and site visit to 'The Family' – a Start-Up Incubator in Paris.

Day 3

Morning: Presentation of Status Report on Business Plans and Ideas and Market Studies and Analysis Course.

Afternoon: Coached group work on project.

Day 4

Morning: Marketing your Business Plan in EU and Market Studies Cont.

Afternoon: Site Visit, Beaubourg and coached group work.

Day 5

Morning: Business Modelling Course.

Afternoon: Brand Protection, Copyright and Legal Systems in the EU, and a visit of Tribunal de Commerce.

Day 6

Morning: Presentation of Status of Project and Business Modelling Cont.

Afternoon: Conference on New Economic E-Models, and visit of La Gaieté Lyrique.

Day 7: Day off

Day 8

Morning: Presentation of Legal Protection and Legal Entity, and course on Sales Strategy.

Afternoon: Coached group work on sales strategy and visit of 'La Fabrique' (Fashion and Decoration Institute).

Day 9

Morning: BP Financials and BP Software.

Afternoon: Workshop with FineTech entrepreneurs and visit of 'La Fonderie' (Start-up Incubator and Accelerator).

Day 10

Morning: Finalization of the business plan and executive summary.

Afternoon: Preparation for the oral pitch.

Day 11: French National Holiday

Day 12

Morning: Business plan defense and pitch to panel of judges.

Afternoon: Master class with VIP, and closing of Short Program.

Day 13: Day off

Day 14: Transfer to the Airport

PRATICAL INFORMATION

Rates: € 3000 • € 3900 with accommodation

Application deadline: 6th May 2016

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Global Conflict Diplomacy

3rd to 17th July 2016

PSB Paris School of Business offers you the exciting opportunity to live 2 weeks of Conflict Diplomacy thanks to an innovative, hands-on learning experience including a number of contemporary case studies, simulations and interactive exchanges.

OVERVIEW

- > **52,5 hours** of courses
- > **22 hours** of visits
- > **7.5 ECTS + Course certificate**

HIGHLIGHTS

- Courses:**
- > Conflict Analysis
 - > War in the International System
 - > International Conflict Management
 - > Conflict Resolution
 - > India and its relations in South Asia
 - > Managing Humanitarian Crises
 - > Geo-Economics
 - > Strategy in the Contemporary World
 - > Crisis Simulation
 - > Diplomacy Through Goodwill Ambassadors
- Visits & Events:**
- > Le Panthéon
 - > Les Invalides & le Musée de l'Armée
 - > Château de Versailles
 - > UNESCO
 - > Château de Fontainebleau

EXCLUSIVE PACKAGE

- > Airport pick up
- > 2 week metro pass
- > Accommodation in our partner hotel in central Paris
- > Museum entrance tickets and travel for excursions
- > Class field trips and evening events
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Program

Arrival Day - Airport pick-up

Day 1

Morning: Welcome breakfast at the Paris School of Business.
Afternoon: Conflict Analysis by Justin D. Cook.

Day 2

Morning: War in the International System (part 1) by Elie Baranets, and International Conflict Management (part 1) by Franca Loewener.
Afternoon: War in the International System (part 2) by Elie Baranets, and Conflict Resolution (part 1) by Solène Soosaithasan.

Day 3

Morning: International Conflict Management (part 2) by Franca Loewener, and Conflict Resolution (part 2) by Solène Soosaithasan.
Afternoon: Visit to Le Panthéon.

Day 4

Morning: India and its Relations in South Asia by Solène Soosaithasan.
Afternoon: Visit to Les Invalides and le Musée de l'Armée.

Day 5

Morning: Managing Humanitarian Crises by guest speaker Frédéric Ullmann.
Afternoon: Geo-Economics by Geoffroy Saint-Grégoire.

Day 6

Day trip to Château de Fontainebleau.

Day 7: Day off

Day 8

Morning: Crisis Simulation (part 1) by Justin D. Cook, and Strategy in the Contemporary world (part 1) by Elie Baranets.
Afternoon: Visit to Le Château de Versailles.

Day 9

Morning: Crisis Simulation (part 2) by Justin D. Cook, and Strategy in the Contemporary World (part 2) by Elie Baranets.
Afternoon: Visit to UNESCO.

Day 10

Morning: Crisis Simulation (part 3) by Justin D. Cook.
Afternoon: Special Guest Speaker Fuad Pashayev, presenting on Diplomacy through Goodwill Ambassadors.
Evening: Apéritif at the Parc des Buttes-Chaumont.

Day 11: French National Holiday

Day 12

Morning: Final preparation for the group presentation.
Afternoon: Group presentations and Good Bye Party.

Day 13: Day off

Day 14: Transfer to the Airport

PRATICAL INFORMATION

Rates: € 3000 • € 3900 with accommodation
Application deadline: 6th May 2016

Program subject to change and requires a minimum number of enrollments to open.

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Event Management

3rd to 17th July 2016

PSB - Paris School of Business offers you the exciting opportunity to live 2 weeks of a true cultural experience in the City of Light while discovering what might be your future field of studies.

OVERVIEW

- > **33 hours** of lectures and **9 hours** of workshops
- > **27 hours** of visits to galleries, art centers, venues and agencies
- > Evening cruise on the river Seine
- > **7.5 ECTS + Course certificate**

HIGHLIGHTS

- Courses:**
- > Art exhibition management
 - > Fashion event management
 - > Workshops in art centers & in the classroom
 - > Legal aspects of managing events
- Visits:**
- > Centre Pompidou Metz
 - > Hôtel de la Monnaie
 - > Palais de Tokyo: meet Katia Raymondaud, Director of the Tokyo Art Club
 - > Fantastic Communication showroom
 - > Kamel Mennour Gallery
 - > Centrequatre art center
- Events:**
- > Paris Night Cruise on the Seine River

EXCLUSIVE PACKAGE

- > Airport pick up
- > 2 week metro pass
- > Housing in our partner hotel in central Paris
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- > Program activities and evening events
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Program

Arrival in Paris - Airport pick-up

Day 1

Morning: Welcome breakfast.

Afternoon: Introduction to art event management by Kathleen Ritter.

Day 2

Morning: Lecture on mounting exhibitions by Kathleen Ritter.

Afternoon: Visit to Kamel Mennour gallery and meeting with the exhibition manager.

Day 3

Morning: Lecture on mounting exhibitions by Kathleen Ritter.

Afternoon: Visit to Palais de Tokyo and meeting with Katia Raymondau in the Tokyo Art Center.

Day 4

Morning: Mounting exhibitions workshop by Kathleen Ritter.

Afternoon: Visit to Hotel de la Monnaie with Kathleen Ritter.

Day 5

Morning: Mounting exhibitions workshop by Kathleen Ritter.

Afternoon: Visit to Centrequatre art center.

Day 6: Day Trip to Reims

Visit to Centre Pompidou Metz.

Day 7: Day off

Day 8

Morning: Lecture on fashion event management by Olivier Mondin.

Afternoon: Lecture on the legal aspects of event management by Isabelle Landreau.

Day 9

Morning: Lecture on fashion event management by Lucas Fox.

Afternoon: Professional visit to Mode-F's sound studio and Fastastic Communication PR agency.

Day 10

Morning: Lecture on fashion event management by Lucas Fox.

Afternoon: Visit to Palais de Tokyo to meet Natascha Jakobsen, special events manager.

Evening: boat cruise on the river Seine.

Day 11: French National Holiday

Day 12

Morning: Final preparation for the group presentation.

Workshop by Kathleen Ritter.

Afternoon: Final presentation.

Day 13: Day off

Day 14: Transfer to the Airport

PRATICAL INFORMATION

Rates: € 3000 • € 3900 with accommodation

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