INTRODUCTION

An increasing number of corporations are looking for experts able to manage and grow their brands.

Students enrolled in the Summer School will benefit from a full immersion in an international learning context and will learn the management tools and techniques companies use to successfully operate in the market.

Taught entirely in English, these programs are designed to provide students with the necessary international outlook and management competencies in order to acquire an expert understanding in the specific business and management area. Students will benefit from in-depth insights into the cultural dimensions from practical courses on different industry segments together with an analysis of existing and emerging markets.

Summer Schools at La Rochelle Business School

Join us for this full immersion in a specific fast growing industry and management sector of your choice.

SUMMER SCHOOL

STRUCTURE & OBJECTIVES

Students can choose amongst three Summer Schools in:

- GLOBAL LEADERSHIP AND INTERNATIONAL BUSINESS
- LUXURY AND FASHION BRAND MANAGEMENT
- TOURISM AND HOSPITALITY MANAGEMENT

Each Summer School includes 36 hours teaching in the relevant business and management sector and 9 hours in French language. The program will include company visits, testimonials by industry experts and a specific field project.

This program recognizes that professionals wanting to work in international markets require specific expertise.

Students enrolled in the program will gain and benefit from:

- A specific know-how of the unique factors involved in building and maintaining a successful strategy in the related field
- Faculty with extensive practical industry experience
- A multicultural and creative learning environment

Students, who successfully complete the program, will be granted 9 ECTS credits.
How much does each Summer School cost?
What’s included?
When do they take place?

Each Summer School starts on June 30th and ends on July 18th, 2015.
Each Summer School fee is 2,550 € for a 3 week program including:

- Accommodation in a residence in single-room or in a family with bed and breakfast
- 36 hours of business and management modules
- 9 hours French language
- A welcome cocktail
- Cultural excursion with English speaking guide
- A week end in Paris
- Certificate of Attendance

Why study in La Rochelle?

A truly dynamic town that is both bustling and welcoming at the same time, La Rochelle offers a wonderful quality of life. The historical, nautical and seaside city will seduce you with its setting and surroundings, not to mention the diverse array of activities available, whether it be economic, touristic, cultural or sporting.

The town is the third most visited place in the whole of France, after Paris and the Mont-Saint-Michel. La Rochelle is a close runner up with its sunshine and excellent geographical situation.

You are only 3 hours away from Paris via the high-speed train, only 1 ½ hours from Bordeaux, Nantes and Poitiers, and what is more, the local airport has flights to London, Brussels, Oslo and Lyon, amongst others.

Situated in the university district of La Rochelle, La Rochelle Business School will surround you with an atmosphere of study, research and open mindedness.

How can I apply or get more information?

The number of seats is limited and the deadline for application is May 1, 2015.

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