

ICN Business School Summer Program 2019

**Bienvenue ! Welcome ! 환영 ! Bienvenidos ;
Willkommen ! 歡迎 ! Benvenuto ! Добро
пожаловать ! Welkom ! ยินดีต้อนรับ !**

A few figures about the school in 2018

International campus



- ➔ 3.000 students, including 38% of foreign students
- ➔ 4 campuses: Nancy, Metz, Paris (France) Nuremberg & Berlin(2019) (Germany)
- ➔ 1 site: Shanghai
- ➔ 71 full time permanent professors, including 51% of foreign professors
- ➔ 24 affiliated professors
- ➔ 300 expert speakers (professional speakers, visiting professors, language teachers)
- ➔ More than 110 administrative staff
- ➔ Important network of company partners
- ➔ 47 student associations
- ➔ 13,000 graduates
- ➔ 120 partner universities in the world, 43 countries
- ➔ International events (integration week, buddy system, international forum, etc...)

A multi site school

Nancy, France



Nuremberg, (Germany)



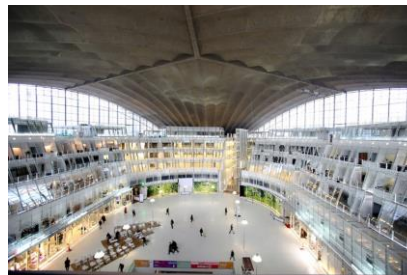
Metz, France



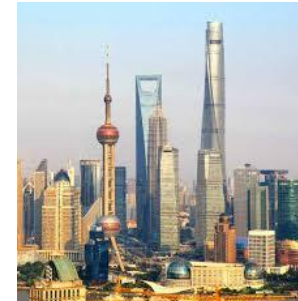
In 2019, Berlin (Germany)



Paris, France



Shanghai, China



Representation offices

2 in China

1 in Latin America

1 in Africa

1 in India

An accredited Business School

A top French Business School



In 2019...



ICN Bachelor Sup'Est #2 Bachelor program in the Moci rankings and top 3 in Parisien Etudiant magazine

Master in Management #13 among the French Schools of Management by the **Financial Times**

Master in International Management – MIEX #2 Master of Science in the Moci rankings

ARTEM

<http://artem-nancy.fr/home-page.html>

Art, Technology, Management

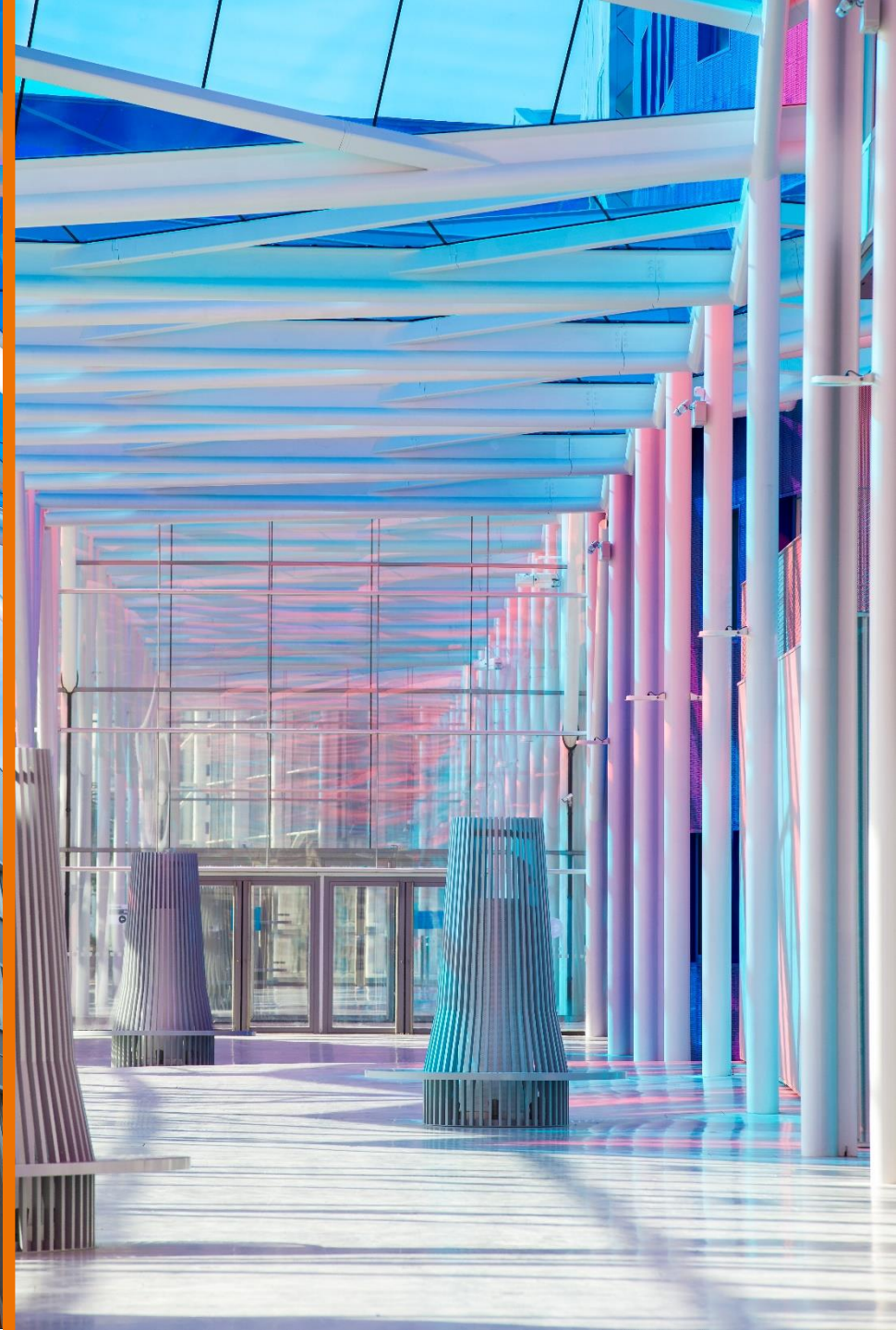
An innovative concept

3 schools in the same campus

**ICN / The School of Art / The
School of Engineering**

Working together for the future



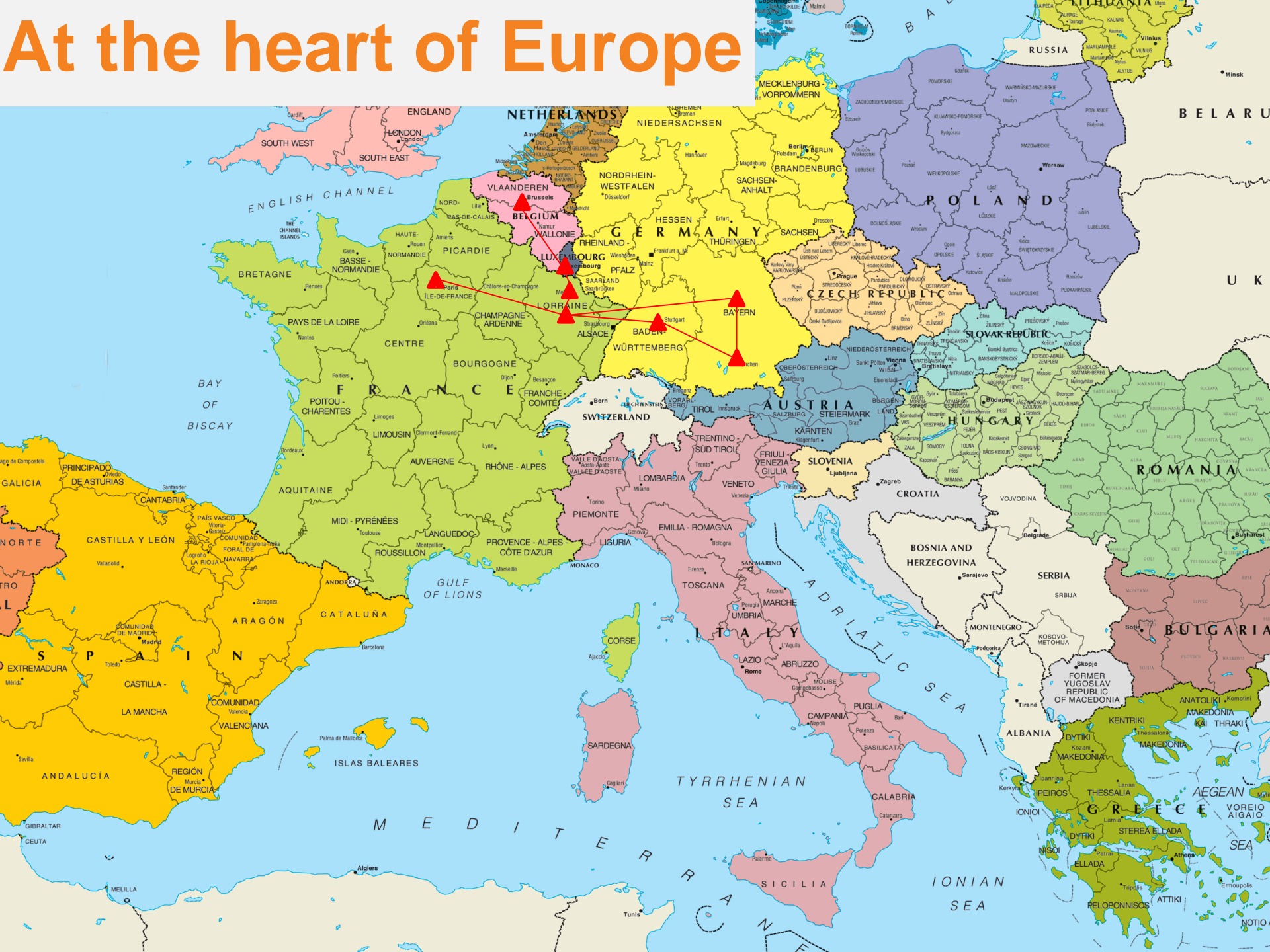


Focus on the summer program



- 2 concentrations for students to choose from:
 - European management,
 - European marketing and management of luxury
- 3 Mandatory modules: European institutions, management and business in Europe, and educational visits
- 1 week on ICN's campus in Nancy
- 3 days on ICN's campus in Metz
- Trips to Brussels, Luxembourg and Munich
- 3 days in Stuttgart
- 1 week on ICN's campus in Nuremberg, Germany
- 4 days in Paris
- 2 weekends free for travelling
- Students can earn up to 10 ECTS credits
- Cost: 3000 Euros (including tuition, housing, meals, company visits, transportation during the program etc)

At the heart of Europe



Summer program modules

PART 1 All modules are mandatory	PART 2 All modules are mandatory	PART 3 Module 5: Students choose one among 2 concentrations. Module 6 is mandatory
MODULE 1 Campus Nancy EUROPEAN INSTITUTIONS & FRENCH PERSPECTIVES <ul style="list-style-type: none"> - European union institutions - Geography of Europe - The EU and its neighbors - European culture and identity - French civilization - French history 	MODULE 3 Stuttgart DESIGN THINKING & INNOVATION <ul style="list-style-type: none"> - Ideation processes - Innovation and technology transfer - Game and modeling workshop 	MODULE 5 Campus Nancy EUROPEAN MANAGEMENT CONCENTRATION <ul style="list-style-type: none"> - Organizational behavior - International HRM - HRM in Europe - Managing sports SMEs in Europe - International negotiation
MODULE 2 Campus Metz MANAGEMENT & BUSINESS IN EUROPE <ul style="list-style-type: none"> - Leadership and management across borders - Doing business in France - Doing business in Southern Europe - Doing business in Eastern Europe - Business and sustainability 	MODULE 4 Campus Nuremberg GERMAN ECONOMY & PERSPECTIVES ON BUSINESS <ul style="list-style-type: none"> - New history of Germany - SMEs and family business as innovation drivers in Germany - Innovation management in Europe - German perspective on Europe - Leadership culture in international comparison 	EUROPEAN MARKETING AND LUXURY MANAGEMENT CONCENTRATION <ul style="list-style-type: none"> - Communication and advertising in Europe - International pricing and distribution - Managing luxury brands - Design and sustainable luxury - Sourcing for luxury market MODULE 6 Campus Paris GEOPOLITICS AND FUTURE CHALLENGES <ul style="list-style-type: none"> - Geopolitics - Future cities - Environmental challenges

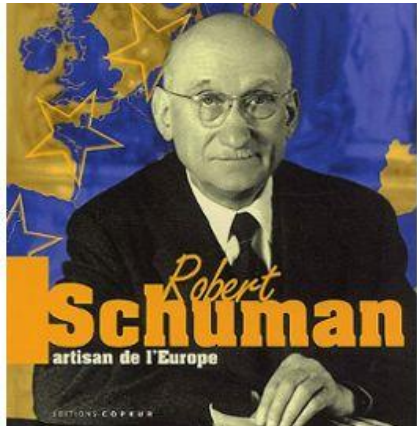
Highly interactive learning



Nancy Artem







Luxembourg

BELVAL entrepreneurial and science city Luxembourg

Visit of entrepreneurship scene

Historical city center



Gamification workshop at the Stuttgart University Management Simulation Center
Visit of the Mercedes production plant and museum





Nuremberg

Third Reich Documentation Center
Medieval town

Stay in the youth hostel which is part of the castle



Nuremberg – field trip in Bamberg

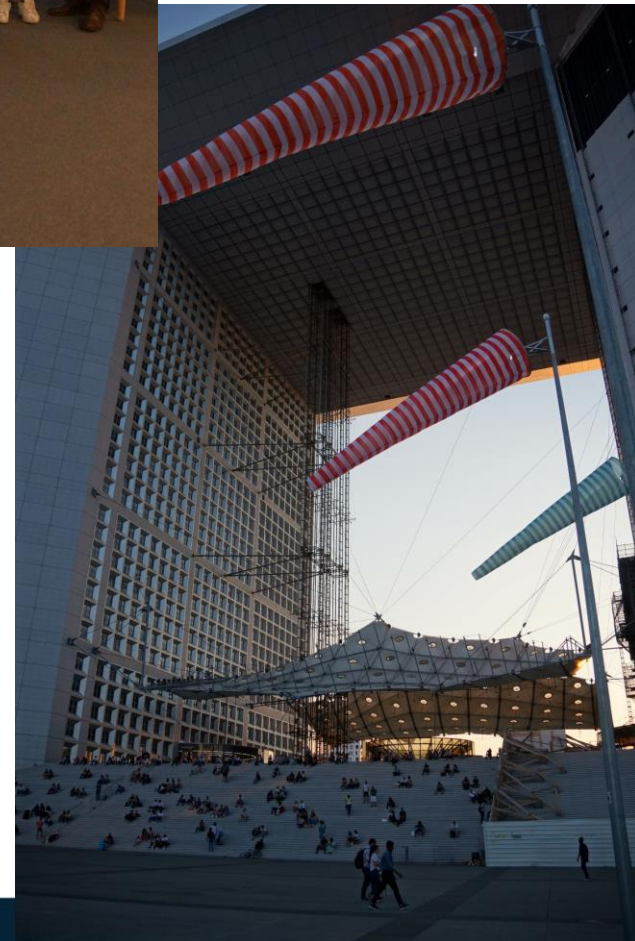
Thomann online music store
Medieval town of Bamberg - UNESCO World Heritage



Nancy Artem – concentration courses

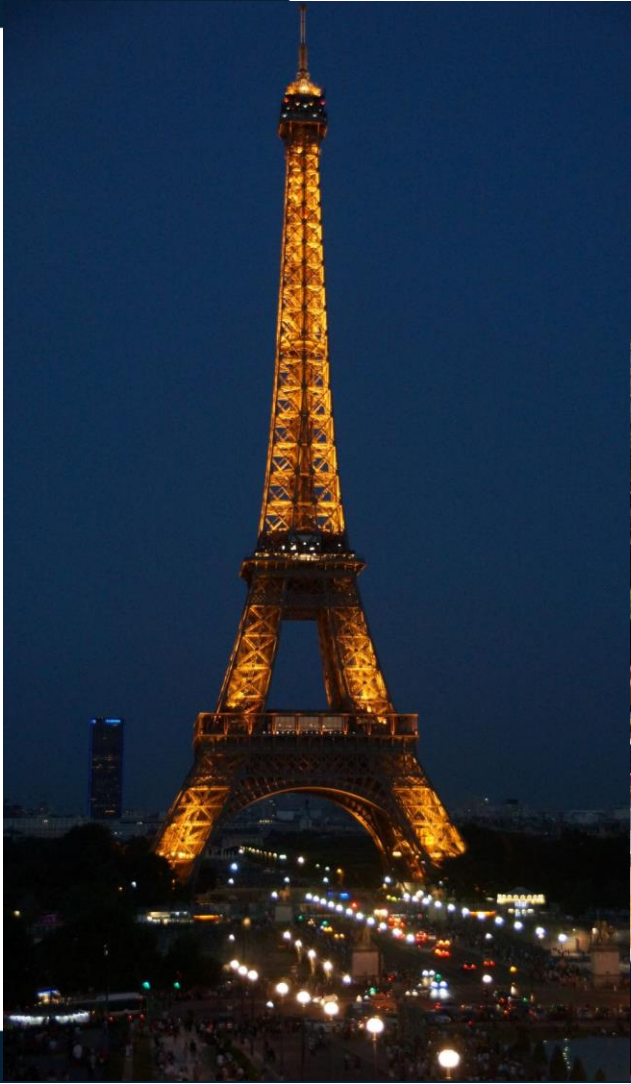
European management
European marketing and luxury management





Paris – historical site visits

Louvre museum
Boat tour



Students' feedback

- Knowledge
- Meet new places
- Curious
- Learn



- Personal growth

- Traveler

- Open minded
- Networking
- Meet new persons



Summer Course

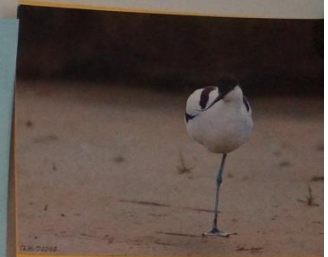
- ✓ New Places
- ✓ History
- ✓ Culture
- ✓ Travel
- ✓ Experience



- Learning & Knowledge! -



- ✓ Morning Breakfast
- ✓ Art
- ✓ Networking
- ✓ Unique
- ✓ New things



- Unique
- Intuitive
- Quizzical
- Determined
- Adventurous ✓
- Solid
-

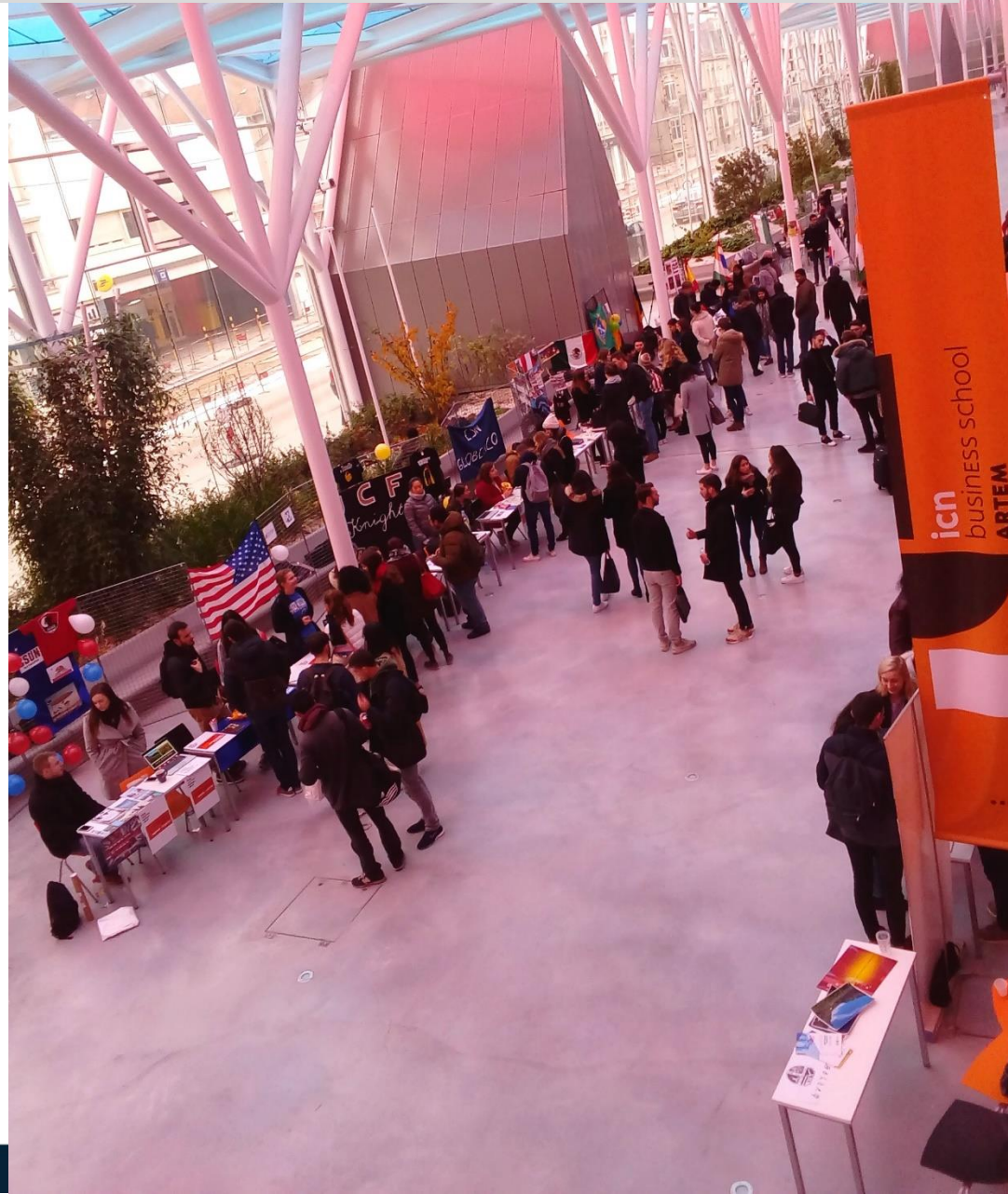
For further information

ABOUT THE SUMMER PROGRAM

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- Promotional video: https://www.youtube.com/watch?v=ZZS4NVclc_0&t=6s

ABOUT ICN

- https://www.youtube.com/watch?v=Qj9f_kR7BtE
- <https://www.youtube.com/watch?v=qoxsLToY8PM>



International office
ICN Business School Artem



THANK YOU FOR YOUR ATTENTION

icn-artem.com