

SKEMA Business School

Summer School

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At Home Worldwide

SKEMA INTERNATIONAL
SUMMER SCHOOL
JULY 18 - JULY 29, 2011

MANAGING PROJECTS IN EUROPE

A PROGRAMME DESIGNED FOR OUR EXCHANGE PARTNER UNIVERSITIES

skema
BUSINESS SCHOOL

EFMD
EQUIS
ACCREDITED

PROGRAMME OBJECTIVES

The SKEMA International Summer School (SISS) gives the opportunity to participants to study abroad for a short period in order:

- to gain a broad understanding of Doing Business in Europe through lectures and company visits;
- to complete a professional certification in Project Management (PRINCE2® foundation and practitioner level);
- to get a certificate from SKEMA Business School;
- to enjoy a multi-campus experience in a Knowledge Economy environment.

PROGRAMME DATES

July 18 - July 29, 2011. It is important that participants arrive no later than Sunday 17th afternoon in order to be able to attend the launch of the programme and the welcome dinner.

PROGRAMME OVERVIEW

Courses will be held during two weeks from Monday, July 18 to Friday, July 29 (exam on the morning of Saturday, July 23) and will include some company visits and some executive guest lectures.

Project Management, Doing Business in Europe and Marketing in Europe are the core topics.

PROGRAMME AUDIENCE/PREREQUISITES

To attend SISS, participants from our partner universities and other universities must be enrolled in a MBA programme and have a minimum of 5 years of professional experience.

As English is the language of instruction, participants must be fluent in English. It is strongly advised to have a 550 TOEFL test or equivalent.

The PRINCE2® professional certification and the “Doing Business in Europe” seminar require participants to show a real interest in both disciplines.

CONTACT AND INFORMATION

For further information, please contact us at Fannie.Blas@Skema.edu

Phone number: +33.(0)4.93.95.44.05

DISCIPLINES COVERED



Project Management

Projects bring together resources, skills, technology and ideas to achieve business objectives and deliver business benefits. Good project management helps to ensure that risks are identified and managed appropriately, and objectives and benefits are achieved within budget, within time and to the required quality.

During the first week, participants will acquire all the required vocabulary related to project management and will cover the following key features: focus on business justification, a defined organization structure for the project management team, product-based planning approach, emphasis on dividing the project into manageable and controllable stages, flexibility to be applied at a level appropriate to the project.

Participants will take two exams (the practitioner and foundation exams) and will have the possibility to be PRINCE2® certified.

PRINCE2® (Project IN Controlled Environment) is a process-based approach for project management providing an easily tailored and scalable method for the management of all types of projects. The method is the de-facto standard for project management in the UK and is practiced worldwide.

www.prince2.com

Programme Director of the Master of Science in Project and Programme Management & Business Development at SKEMA Business School, Justine SABIN is a PRINCE2® accredited trainer. Working closely with the professional bodies, she was a member of the French PRINCE2 translation team of the manuals « Managing Successful Projects with PRINCE2 » in 2006 and « Managing Successful Programmes » in 2011. She is currently the MSP® French Language Owner for APMG.

Doing Business in Europe

During the second week, participants will attend a seminar on Doing Business in Europe.

European Business is a particular case in international commerce: twenty-seven countries have joined together, over the past sixty years, to create a Single Market, the European Union (EU), in which diversity rhymes with an ambition for harmonization and unity. Certain rules and regulations that govern this market are shared by its member states, enlarging corporations' home markets through the abolishment of tariffs, duties and diverging standards. In addition, the remaining non - EU countries in Europe are part of the EFTA/EEA and special partnerships that englobe the entire continent.

Gabriele Suder, author of the distinguished 'Doing Business in Europe' textbook (<http://www.uk.sagepub.com/books/Book228354>) and video series, and Jean Monnet Chair at SKEMA Business School, teaches and advises as an expert in this field.

Special insight will be given to Marketing in Europe as far as strategy (market entry strategies, Marketing research, sociocultural environment, International Market selection, choice of entry modes) and designing a global or pan-European marketing programme (product decisions, Pricing decisions and terms of doing business, Distribution decisions, Communication decisions) are concerned.

Jean-Claude Tagger, graduated from Ecole Nationale des Ponts et Chaussées and from Berkeley has 28 years of experience in multinationals (Philips, XEROX, DELL) in general management, IT, Supply-Chain, Sales and Marketing functions. He was Managing Director of Dell France (2000-2001) and CEO of NEC Computers Europe Middle East and Africa (2002-2008). He is director of the 'International Business' MSc at SKEMA Business School and the owner of Global-Business-Partners (Business Development consulting company).

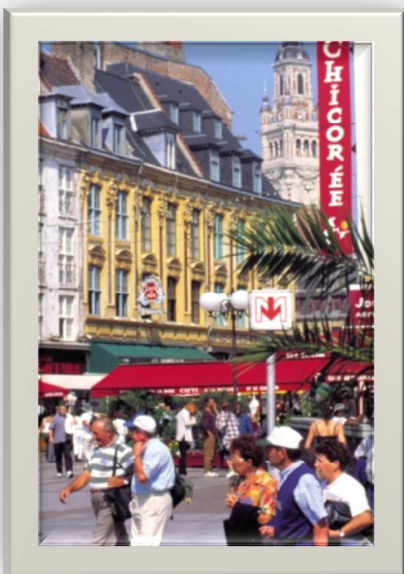
PROGRAMME LOCATION

Week 1

→ **SKEMA Lille Campus** is situated in the city's business centre, at the crossroads of Europe and at a walking distance from the stations. Lille, the hub of Europe is the biggest and the most thriving student city outside Paris. Northern France hosts the largest number of headquarters of leading companies after Paris. It is the biggest centre for the mail-order industry in Europe, the second biggest area for insurance companies and the third most important in France for exports and the automotive industry. Lille is one hour away from Paris, 38 minutes from Brussels and 1h 20 from London.



LILLE, northern France's largest city by far, surprises with its impressive architecture, the winding streets of its tastefully restored old quarter (Vieux Lille), and a plethora of restaurants where quality and quantity go hand in hand. It boasts some vibrant and obviously prosperous commercial areas, modern residential squares, a modern underground (metro) system, and a very serious attitude to culture, reflected in a busy music and arts scene and some great museums. (Source: http://travel.yahoo.com/p-travelguide-3679033-lille_lille-i)



Week 2

→ **SKEMA Sophia Antipolis Campus** is situated on the French Riviera, at the heart of Europe’s best known science park. The campus has an exceptional environment not only thanks to its natural beauty but also thanks to the immediate environment of 1300 companies in sectors such as information and The French Riviera has become a strategic location for companies in sectors as varied as high-technology, tourism, luxury or international finance. It is also with no doubt one of the most attractive areas in France for tourism thanks to its climate, varied landscapes and the Mediterranean Coast.



Offering wonderful opportunities for sea and snow sports, the French Riviera is without doubt one of the most attractive areas in France for tourism. Lovely weather, beautiful and varied landscapes, 120 km of Mediterranean coast.

The rolling countryside of the “Alpes-Maritimes” is a playground for all sporting activities from trekking and skiing in the mountains to swimming and sailing in the beautiful Mediterranean Sea. In the memory of Picasso and Chagall, museums and art exhibitions abound, and music lovers can enjoy a variety of concerts in Cannes, Nice and Monaco, and the jazz festivals in Juan-les-Pins & Nice.

(Source: www.guideriviera.fr/Default.asp)



PROVISIONAL PROGRAMME

Sunday 17 Lille Campus	Monday 18 Lille Campus	Tuesday 19 Lille Campus	Wednesday 20 Lille Campus	Thursday 21 Lille Campus	Friday 22 Lille Campus	Saturday 23 Lille Campus	
	Welcome breakfast	Prince 2 J. Sabin	Prince 2 J. Sabin	Prince 2 J. Sabin	Prince 2 J. Sabin	Prince 2 J. Sabin	Prince 2 Examination
	Prince 2 J. Sabin						
	Lunch Dining Room	Lunch Dining Room	Lunch Dining Room	Lunch Dining Room	Lunch Dining Room	Transfer/free time	
	Prince 2 J. Sabin	Prince 2 J. Sabin	Prince 2 J. Sabin	Prince 2 J. Sabin	Prince 2 J. Sabin		
Welcome reception SKEMA Lille Campus Hall B and patio	Free time	Free time	Free time	Free time	Free time		

For those who decide to go straight from Lille to Nice, there is a flight operated by Air France at 1.30 PM landing in Nice at 4.35 PM. For those who want to make a stop in Paris, use the high-speed train from Lille to Paris Gare du Nord and then take a flight either from Orly or from Charles de Gaulle airport (by AirFrance or Easyjet).

Sunday 24	Monday 25 Sophia Campus	Tuesday 26 Sophia Campus	Wednesday 27 Sophia Campus	Thursday 28 Sophia Campus	Friday 29 Sophia Campus	Saturday 30	
Transfer/Free time	Welcome breakfast	Doing Business in Europe	Doing Business in Europe	Doing Business in Europe	Doing Business in Europe	Doing Business in Europe	Free time/departure
	Doing Business in Europe						
	Lunch <i>faculty lounge</i>	Lunch <i>faculty lounge</i>	Lunch <i>faculty lounge</i>	Lunch <i>faculty lounge</i>	Lunch <i>faculty lounge</i>		
	Doing Business in Europe	Company Visit	Doing Business in Europe	Company Visit	Guest Speaker lecture		
	Wine tasting session	Free time	Free time	Free time	Farewell dinner Le Bois Doré <i>Valbonne</i>		

APPLICATION DEADLINE

It is recommended to show first interest as soon as possible. Deadline for registration is June 10, 2011. Please contact SISS to receive the application form. Numbers are limited and courses may not open with less than a minimum number of participants. Group size should not be less than 15 and not more than 25.

PROGRAMME FEES

The fees for attending SISS are 2100 euros per person and include all courses and teaching materials, registration to Prince 2 certification foundation and practitioner, 2 breakfasts, 10 lunches, 1 opening reception, 1 farewell dinner and 1 wine tasting session.

Fees do not include accommodation, dinners (except the ones mentioned), travel to and from France, travel between SKEMA Lille and Sophia Antipolis' campuses, personal insurance, personal expenses, passports and visas and anything not listed as included.

All participants are required to have a certificate of insurance.

ACCOMMODATION

SKEMA has negotiated prices with certain hotels. Please mention SKEMA when booking a room.

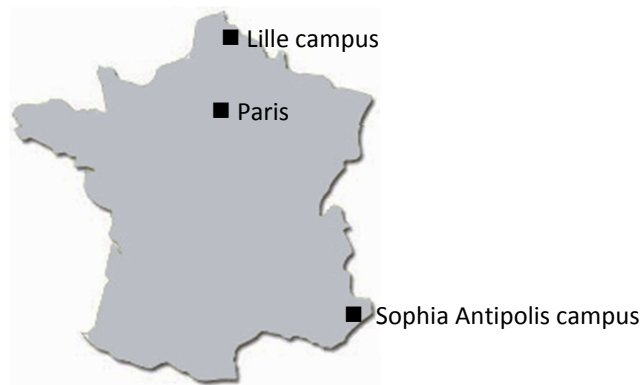
- Hotel Lille Europe is at 5 minute walk from the Lille Campus:
<http://www.hotel-lille-europe.com/>
- Hotel Novotel is located just beside the Sophia Antipolis campus in the techno park:
<http://www.novotel.com/fr/hotel-0398-novotel-sophia-antipolis/index.shtml>
- Hotel Josse in Antibes, on the sea, is 20 minutes by bus from the Sophia Antipolis campus:
Hotel-josse.com

For any advice on accommodation, you can ask SKEMA at Fannie.Blas@Skema.edu to help you in booking a room in hotels nearby the campuses' locations.

TRANSPORTATION

Participants are responsible for their own transportation.

For any advice or help on transportation, you can ask SKEMA to help you, especially for the transfer between the two campuses



SKEMA BUSINESS SCHOOL'S PROGRAMMES

Bachelors

- › EAI (Euro American Institute)

Ecole Supérieure des Hautes Etudes en Management (ESDHEM)

Prep School + French Licence

- › Management
- › Law

Programme Grande Ecole

- › Master of Science in Management

Programme Grande Ecole - Continuing Education

- › Master in Management for working professionals

Specialised Masters

- › Audit, Contrôle de Gestion et Systèmes d'Information
- › Analyse Financière Internationale
- › Ingénierie et Gestion Internationale de Patrimoine
- › Finance de Marchés, Innovations et Technologies
- › Marketing Management par la Qualité
- › Marketing Direct et Commerce Electronique
- › Management de la Chaîne Logistique Achats
- › Management des Projets et Programmes
- › Management Stratégique du Développement Durable
- › Intelligence Economique et Management des Connaissances
- › Gestion Fiscale de l'Entreprise

Masters of Science (MSc)

- › Auditing, Management Accounting and Information Systems
- › Corporate Financial Management
- › Financial Markets & Investments
- › International Marketing & Business Development
- › Strategic Event Management & Tourism Management
- › Luxury & Fashion Management
- › Web Marketing and International Project management
- › International Business
- › Entrepreneurship & Innovation
- › Strategic Human Resources Management
- › Business Consulting & Information Systems Management
- › Supply Chain and Purchasing
- › Project and Programme Management
- › Business & Economics

Modular Master of Business Administration (MBA)

Doctoral programmes

- › In partnership with IAE of Aix en Provence, University of Nice Sophia Antipolis and University of Lille II
- › European Doctoral Programmes (EUDOKMA)
- › International PhD in Management Science
- › PhD Strategy, Programmes & Project Management
- › PhD in Corporate Finance

SKEMA Executive

- › Executive Education including open programmes, customised programmes and diploma courses

SKEMA Business School

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Contact

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