

# A SUMMER IN PARIS

JULY 7TH - AUGUST 3RD

A programme tailored to your needs! Come and  
study from 1 to 4 weeks in Paris

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## WEEK 1

# CROSS-CULTURAL MANAGEMENT 1 INTERCULTURAL COMMUNICATION

The purpose of this course is to expose students to core frameworks on culture, their critics and how they translate to different national cultures. It also focuses on corporate culture and how different cultures impact on different management practices like negotiation and handling organization change.

There is a focus on multi cultural individuals within the workplace and leadership in the multi cultural work place. Finally, we will critically look at diversity, equity and inclusion in the present and future workplace.

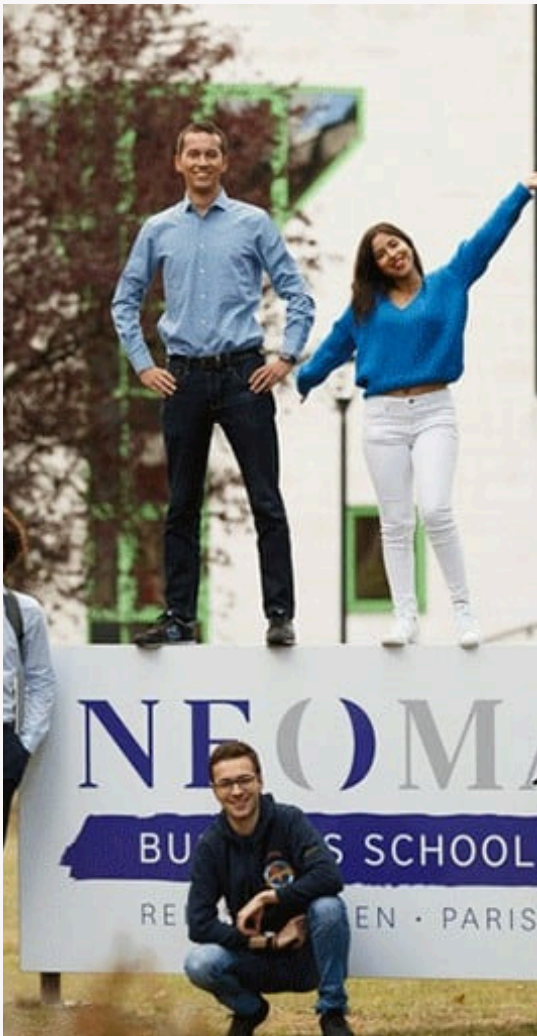


## WEEK 2

# STRATEGY & SUSTAINABILITY

Facing the growing complexity of social, economic, political, and ecological systems because of climate change, pollution, depletion of natural resources, demographic shifting, poverty and inequality, how to create a sustainable business has become a key challenge for strategic and managerial decision-making.

This course is aimed to provide in-depth knowledge, strategic thinking, and analytical skills about business sustainability from management perspective. Students will learn how to apply theoretical insights and tools that they acquired from the strategic management and international business courses to deal with social/ environmental issues.



## WEEK 3 LUXURY MARKETING

We will start with the context to set the scene: attempting to define luxury, the key actors, the tension between Luxury and Marketing. We will see a model which aims to define the Luxury DNA.

The course is then structured around the 4Ps of marketing: Product, Price, Promo (as in Communication) and Place (as in Distribution).

The content will combine a little theory illustrated with many brand case studies mostly from the world of Fashion, Champagne, Jewelry and Cars.

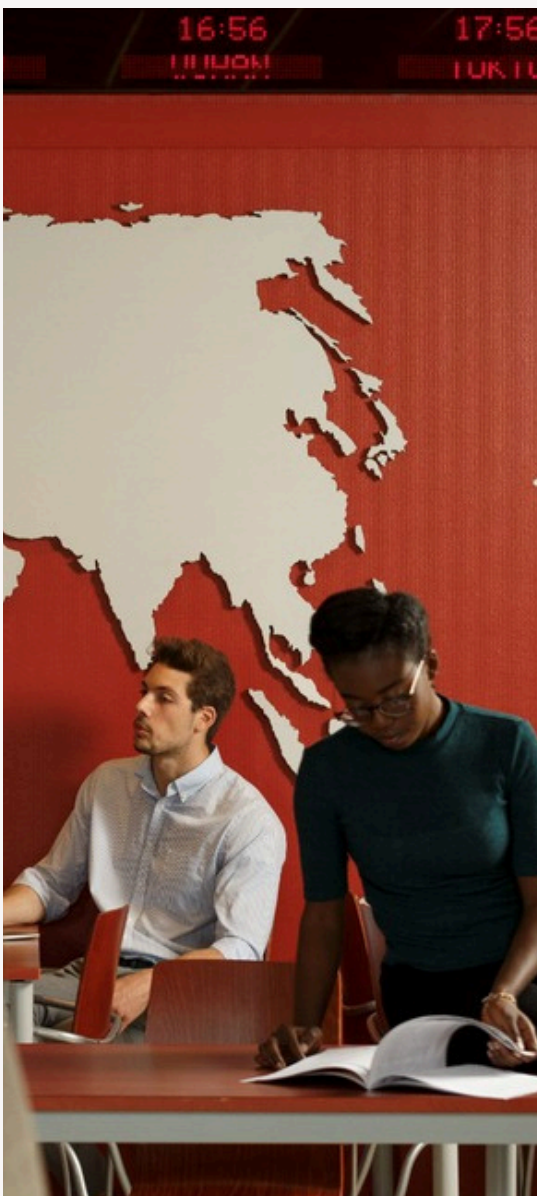


## WEEK 4 INTERNATIONAL FINANCE : THE EUROPEAN PERSPECTIVE

The economies of the world are increasingly interconnected. Fifty years ago, the primary economic links between countries were in the exchanges of goods, but today investment, loans, and foreign exchange transactions constitute a multi-trillion euro business annually.

This course provides an introduction of foreign exchange markets, the impact of economic policy on exchange rates, and the nature of foreign exchange risk. Furthermore, the course will explore how multinational firms use financial instruments to reduce risks.

Finally, the course depicts the role of the European central bank and its relation with national central banks of the Euro system.



## COURSE 1

July 7th - July 11th

## COURSE 2

July 15th - July 18th

## COURSE 3

July 21st - July 25th

## COURSE 4

July 28th - August 1st

each course will be credited with 6 ECTS

Nomination deadline: May 1st, 2025

### Contact

THE INTERNATIONAL  
MOBILITY TEAM  
[mobility@neoma-bs.fr](mailto:mobility@neoma-bs.fr)

### Our Campus

Paris is the capital of France, but also the capital of culture, gastronomy, fashion and luxury. Classified as a UNESCO heritage site. Paris campus opened in 2021 in the heart of the city, in the 13th district, close to the Place d'Italie. On the 6,500 m<sup>2</sup> the campus has an amphitheatre with 250 seats and 25 classrooms. Built on 5 floors, it can accommodate 1400 students.

### NEOMA BS

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