INSEEC U.

SUMMER SCHOOL IN PARIS
JULY - AUGUST 2020

WWW.SUMMERSCHOOL.INSEEC-U.COM

Who are we?

As a multi-disciplinary higher education platform, **INSEEC U.** offers an innovative and unique pedagogical approach in the French educational landscape. It includes Grandes Ecoles and programs in Management, Engineering, Communication and Political Science. Courses at **INSEEC U.** combine online and face-to-face training (thanks to **9 campuses** in Europe, San Francisco and Shanghai).

Federated around the values of freedom, social responsibility and quality, the schools that **INSEEC U.** brings together work in synergy, with a constant objective of **openness, global coherence and employability**.

INSEEC U. thus supports the major transformations of our society by training students and employees throughout their professional life.
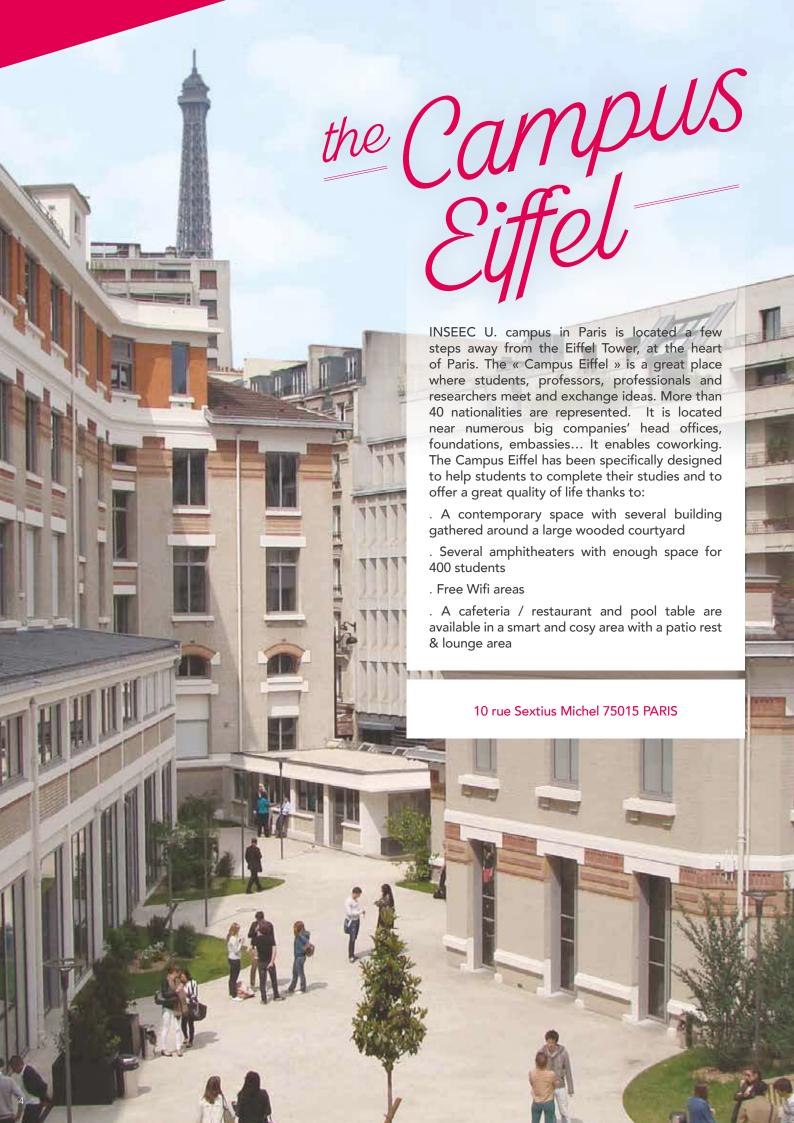
INSEEC U. is the new name of INSEEC Group, created in 1975 in Bordeaux as a Business School. It has diversified its locations and its programs (Bachelors, Masters, MSc & MBA, DBA, Preparatory schools) in order to become the leading French Group in private higher education.

INSEEC U. for: **U**nited, **U**nique, **U**niversal.

CATHERINE LESPINE
President of INSEEC U.

Paris

INCOMPARABLE POTENTIAL FOR INNOVATION AND CREATIVITY

Paris has always been a pioneer in implementing large-scale projects and the city is currently experiencing fast-growing economic, social and cultural vitality. The French capital never ceases to attract investors as well as numerous multinational companies. Studying in the heart of Paris is to benefit from a conducive economic and cultural setting that looks to the future.

THE ULTIMATE STUDENT CITY

The City of Lights is ranked at the top of the best student cities in terms of:
. International exposure
. Culture
. Studies
. Employment

A CAMPUS AT THE HEART OF PARIS NEAR THE EIFFEL TOWER

the *Campus Eiffel*

INSEEC U. campus in Paris is located a few steps away from the Eiffel Tower, at the heart of Paris. The « Campus Eiffel » is a great place where students, professors, professionals and researchers meet and exchange ideas. More than 40 nationalities are represented. It is located near numerous big companies' head offices, foundations, embassies… It enables coworking. The Campus Eiffel has been specifically designed to help students to complete their studies and to offer a great quality of life thanks to:

. A contemporary space with several building gathered around a large wooded courtyard

. Several amphitheaters with enough space for 400 students

. Free Wifi areas

. A cafeteria / restaurant and pool table are available in a smart and cosy area with a patio rest & lounge area

10 rue Sextius Michel 75015 PARIS

Summer programs

A UNIQUE EXPERIENCE AT THE HEART OF INSEEC U.'S EDUCATIONAL EXCELLENCE

INSEEC U. welcomes students & professionals **from all over the world** who have the curiosity to learn the French language, business cultures, innovation & entrepreneurship.

INSEEC U. offers **11 summer certificate programs**, during July, in Paris on its Campus Eiffel.

SUMMER SCHOOL

Each 4-week summer program provides participants with a real understanding of the French language, business cultures, innovation & entrepreneurship , engineering, luxury, political science...

Each summer program includes of **60 hours of courses**, in English with **seminars**, **case studies, company and cultural visits**.

DELIVERY OF THE CERTIFICATE AT THE END OF THE SUMMER SCHOOL

The final grades of the certificate obtained by the candidates will reflect a mix of:

. **active participation, oral presentations**

. **case studies, workshops**

. **exams**

Each 4-week program delivers 10 ECTS credits**.**

Attendance to all lectures is compulsory in order to obtain the Certificate.

Summer School

PROGRAMS DESCRIPTION

Learning French in Paris

FRENCH COURSES IN SMALL GROUPS - FLE

An intensive 4 or 8 week program that allows students to take a real step forward in learning French. The program combines general and professional French according to the students' levels and is based on an action-oriented pedagogy combining face-to-face courses, challenges and workshops, such as: Theatre with the "Business Comedy Club", meeting with the "Meet French People" operation, treasure Hunt and French culture.

The contents make it possible to achieve different objectives according to the levels:

. **Beginner:** Use French to manage everyday life situations

. **Intermediate:** Develop oral speaking, master the main structures of the language and express opinions

. **Advanced:** Introduce yourself professionally, master the structures of the language, be ready for an academic semester in France.

Learning English in Paris

ENGLISH COURSES IN SMALL GROUPS - FLE

An intensive 4-week program that allows students to take a real step forward in learning English.

The program combines general and professional English according to the students' levels and is based on an action-oriented pedagogy combining face-to-face courses, challenges and workshops, such as:

. Role plays,

. English through cinema and music,

. Cultural and language differences and treasure hunt.

The contents make it possible to achieve different objectives according to the level:

. **Beginner:** Use English to manage everyday life situations

. **Intermediate:** Develop oral speaking, master the main structures of the language and express opinions

. **Advanced:** Introduce yourself professionally, master the structures of the language, be ready for an academic semester in English.

International Project Management

The course of Project Management aims to help individuals and researchers to deepen their knowledge in one of the most important and modern scientific fields.

More specifically, its purpose is to provide the necessary resources to individuals wishing to upgrade their professional prospects, by cultivating skills related to the modern methods of designing, monitoring, selection, evaluation methodology and project budgeting.

Topics such as the bureaucratic practices of project management, the management principles and the tools used in projects' execution, the management of human resources and the formulation of an effective policy control, are included in the course, so that learners are able to use effectively the entire range of tools, techniques and methods that make up the main body of knowledge in project management.

AN INTRODUCTION TO PROJECT MANAGEMENT

PROJECT SCOPE MANAGEMENT

Topics to include: Project Scope Management Processes, Work Breakdown Structure (WBS), Project Planning and Customer Approvals and Reviews, Scope Change Control.

TIME, COST & QUALITY

PROJECT TIME MANAGEMENT

Topics to include: Project Time Management Processes, Activity List, Project Network Diagram Methods, Duration Estimating Methods, Critical Path, Pert, Schedule Development.

HUMAN RESOURCES, COMMUNICATIONS, RISK AND PROCUREMENT MANAGEMENT

PROJECT HUMAN RESOURCES MANAGEMENT

Project Human resource Management Processes, RAM (Responsibility Assignment Matrix), Motivational Theories, Conflict Management Methods, Roles and Responsibilities, Managing Change Techniques.

PROJECT COMMUNICATIONS MANAGEMENT

Project Communications Management Processes, Communications Model, Types of Communication, Project Manager Communications, Effective Team Communications and Exercises.

PROJECT RISK MANAGEMENT

Project Risk Management Processes, Risk Defined, Qualitative and Quantitative evaluation of risk.

PROJECT PROCUREMENT MANAGEMENT

Project Procurement Management Processes, Make / Buy Decisions, Elements of Contracts, Negotiation.

French Luxury Marketing & Management

LUXE À LA FRANÇAISE

The course aims to enrich students' general knowledge of the fields of art, fashion and luxury over the past century. Additionally we will work on key concepts in fashion advertising, by acquiring a base in the history of luxury (fashion, jewels, accessories) and in the evolution of technics in luxury marketing throughout the twentieth century. Upon completion of this course, students will be able to anticipate trends. Furthermore, this course will allow students the opportunity to develop their creativity in the field of communication.

EXPLORING FRENCH WINES

Introduction to the French wine industry in relation to other major producers and global competitors in an expanding marketplace:

. Get an overview of strategic issues surrounding French wine today

. Learn about the various climatic and economic factors influencing how wine is made

. Learn about the economics and marketing of wine

. Learn how to taste and evaluate wine from white, red, rosé to sparkling.

HOW TO BECOME A FRENCH GOURMET

This course presents the multiple facets of French gastronomy via the following recipe.

Mix 1/3 culinary culture (history, chefs, iconic dishes) with 1/3 knowledge of products from the French « terroir » and add a final third of knowledge of technique and « savoir faire » with highlights being a different tasting in each class and one or two culinary workshops.

Marketing for the 21st century

GLOBAL MARKETING

This course will provide an overview of international marketing and global marketing strategies. We will evaluate the environmental studies and challenges by evaluating the barriers to entry both on cultural and policy levels. Individual class projects will emphasize current trends and propose an original outlook into business possibilities of international marketing strategies of global corporations.

DIGITAL MARKETING

This course will provide an overview of E-Marketing and implement a strategic plan. Analyzing current Internet, mobile, and multi-media campaigns, we will evaluate evolving marketing techniques and promotional technologies and find ways to integrate them into an effective communications strategy. Emerging media channels and cases will be analyzed to predict future trends. Class projects will emphasize current trends and propose an outlook into the new marketing landscape.

SENSORY MARKETING

Sensory Marketing provides an overview of the strategies marketers may pursue in different industries to address their consumers' five senses (tactile, auditory, visual, olfactory, and gustatory) in reference to both their service environments and brands.

Doing Diplomacy in Europe

Provided by HEIP
Hautes Études Internationales & Politiques | INSEEC U.

EUROPEAN STATES FOREIGN POLICY

If you had always been curious to know how so many states - sharing few but a part of a continent – could get together to form a common union, this seminar should meet your expectations.

This course aims at presenting the diversity of European Foreign Policies and where this diversity comes from. Indeed, each European State presents specific features in its political, diplomatic and economic preferences and cooperation, both within and outside the European Union.

You will learn about the origin of this diversity : religions, political traditions and systems, geopolitical constraints. You will also know to what extend this diversity has impacted Foreign Policies of the EU member countries and the related challenges for the European Political Construction.

INTERNATIONAL NEGOTIATIONS: NARRATIVE & DIPLOMACY

If you ever dreamt of being able to lead an international negotiation, this course is a perfect introduction to what you should expect. You won't learn how to write historical speech but how to write on an international political and economic matters. You will develop your diplomacy and how to turn it into words. You will – at the reverse – get to analyze political discourses and interviews given by Heads of States & ministers of foreign policy.

This course lives thanks to the participation of the students and their pro-activity. They will be asked to participate in several rolepays in order to put in practice the theories learnt during the seminars.

INTERNATIONAL NEGOTIATIONS : CRISIS AND CONFLICT RESOLUTION

Crisis and conflict resolution is one of the most important skill for an international negotiator as it is one very delicate situation a State can be facing. In this course, the students will learn from study cases, such as anti-EU protests in Greece among other significant illustrative examples. You will be introduced to the mechanism of conflict so that you can be able to determine the main actors in a conflict. You will also know on conflict prevention and management, conflict resolution and post-rehabilitation. By the end of the course, you will know how to select the policies and strategies for Peace building operations and implementations.

EUROPEAN UNION CONTEMPORARY ISSUES

Throughout the recent years, the E.U. has gone through a series of political, economic and migratory crises, resulting in political tensions (Ukraine and Russia), economic turmoil (Greece and the Eurocrisis), the rise of populism and independantist movements, the Brexit and the question of state legitimacy.

During this course, discussions will seek to identify the different E.U. crises and develop the student's reflexion on the E.U. crises potential impact on the E.U. integration process.

This summer program will be a unique opportunity for you to visit some of the key French institutions in international decision making (Assemblée Nationale, Sénat) and meet with international decision makers. You will also have the chance to go to Brussels and visit the European Parliament and know more about the role if this institution and the birth of the European Union.

Network and Web Security Concepts, Kill Chain and Forensics

Provided by **ECE** PARIS · LYON ÉCOLE D'INGÉNIEURS

You have always dreamt of hacking a network? You may have tried to do it, but failed so far… We are here to help you! More seriously, this course will be an introduction to Cybersecurity, where we will teach students the fundamentals of Cybersecurity and Information Security. Students will learn about the various concepts of cybersecurity, including: goals, terminology, challenges and threat landscape. This course will also focus on attacks that happened these past few years.

GOING OVER SOME USEFUL PREREQUISITES

First, students will review the fundamental network (TCP/IP), web (HTTP) and Linux Operating System. At the end of this course, students will have the background needed to understand basic network and web security.

NETWORK SECURITY

Students will learn firewall and proxy concepts to protect and monitor network traffic. In this part, we will see how we analyze traffic capture and how some sensitive protocol works like DNS (Domain Name System) and IPSEC.

WEB SECURITY

This course presents the context of web applications. First, we will review the basic foundation of web protocols such as HTTPS and explore the most important vulnerabilities and how we exploit them. Students will learn the most common top 10 web application attacks based on OWASP. In this part, students will manipulate tools to simulate attacks.

PENTEST AND FORENSICS

This course allows sudents to understand the kill chain attack, a common method to achieve a successful attack. Students will manipulate tools to perform a vulnerability scan to identify how to weaponize the attack. Students will learn to investigate and evaluate logs with forensics to understand the attack and identify threats.

Responsive and Scalable Web Applications

Provided by ECE PARIS · LYON ÉCOLE D'INGÉNIEURS

INTRODUCTION TO INTERNET AND WEB PROGRAMMING

This course presents the context of programming web pages and applications. Several programming languages will be presented; for instance, HTML, CSS, Javascript, Angular framework and NodeJS platform that enable developing powerful responsive and client-side and scalable server-side applications.

Database management systems will also be introduced. Students shall understand the difference between a relational database such as MySQL and a non-relational NoSQL database like MongoDB, a document-oriented database.

You will learn how utilizing these technologies contributes into the Internet evolution and rapid change.

RESPONSIVE AND RICH CLIENT-SIDE APPLICATIONS

This course allows you to master and manipulate tools, libraries and frameworks that permit to design and develop responsive and mobile web applications.

Angular developed by google, it was initially written for Designers; it is one of the most important and active frameworks nowadays. Initially written in JavaScript, recent versions use Microsoft TypeScript language. It helps quick development of bulky applications and single-page client side applications.

QUICK START

This is a quick start and recall of fundamental web programming languages: HTML, CSS, JavaScript and jQuery.

At the end of this course students shall be able to develop a web page presenting their CV using these languages.

ASYNCHRONOUS SERVER-SIDE TECHNOLOGIES

The objective of this course is to learn how to develop a web application with NodeJS.

NodeJS is one of the most evolving and popular platforms for developing open-source, cross-platform server-side and networking applications. It provides a large library of modules, which facilitates writing applications in JavaScript.

At the end of this course, students shall also understand Transpilers and NPM interaction, develop unit test, use key-value databases and understand the difference with relational databases and develop RESTful APIs.

REPORTING WEB APPLICATION

The objective of this course is to use all the technologies you have learnt to prepare an API which collects metrics to store in a database and provides access through a dashboard.

Energy Efficiency & Renewable Energies

Provided by **ECE** PARIS · LYON ÉCOLE D'INGÉNIEURS

CROSS CULTURAL ENVIRONMENT

Students from different countries or regions will interact, bringing different values, viewpoints and cultural practices about Energy Transition. The teachers will encourage exchanges and the trainig case will give students the opportunity to present their country's policy in terms of Energy Transition, Energy Efficiency and Renewable Energy.

GLOBAL ENERGY TRANSITION

Students will learn basic knowledge needed in order to understand today's energy challenge.

This course provides students with the basic knowledge needed for understanding, assessing, and mitigating environmental issues associated with energy production, efficiency rating, storage, transmission, integration in existing portfolio, and consumption.

The focus of this course is concentrated on the key role that energy efficiency and renewable energy are playing into the context of global energy transition.

ENERGY EFFICIENCY TECHNOLOGIES PORTFOLIO

Students will learn basic knowledge needed to quantify and evaluate any economic and environmental benefits associated to energy efficiency in the different sectors (i.e. industry, transport, services, and building).

This course provides students with engineering knowledge and technique for understanding, assessing, and mitigating environmental issues associated with energy consumption. It presents the major regulation tools, policy and tool and incentive programs for accelerating penetration of energy-efficiency solutions.

RENEWABLE ENERGY TECHNOLOGIES PORTFOLIO

Students will learn basic knowledge needed to quantify and evaluate any economic and environmental benefits associated to renewable energies in the different sectors (i.e. industry, transport, services, and building).

This course provides students with engineering knowledge and technique for understanding, assessing, and mitigating environmental issues associated with renewables. It presents the major regulation tools, policy and tool and incentive programs for accelerating penetration of renewables. It also covers the challenges of high level of integration of renewables in the existing energy mix.

CONFERENCES AND STUDY TOURS

Throughout this program, students will have the opportunity to meet renowned stakeholders involved in the energy transition and to take part in a study tours allowing them to discover companies, plants, urban eco districts, buildings, etc. representative of the different initiatives linked to the Energy Transition.

STUDY CASES & APPLIED TRAINING

Throughout this program, students will have to mobilize their knowledge on applied study cases: they will learn how to evaluate the energy efficiency of a given building, how to improve it, how to design a PV or wind power plant or how assess the return on investment.

Augmented and Virtual Reality in Our Society

Provided by ECE PARIS • LYON ÉCOLE D'INGÉNIEURS

PROGRAM OVERVIEW AND OBJECTIVE

We will try by this program to give response to those three questions:

. What does it mean the term "Virtual and Augmented Reality"?

. What is the need of the "Virtual and Augmented Reality" in our Society?

. What is the future of the "Virtual and Augmented Reality"?

We will present an exhaustive view of the Virtual and Augmented Reality domain, including a global view, a panorama of example, and a projection to the future.

AUGMENTED/VIRTUAL REALITY INTRODUCTION

This lecture provides a comprehensive introduction to the fields of Augmented and Virtual Reality. In this part we will also see how using technology as «VR/AR» can help us in our life; and how it is easy to use this kind of technology.

*No technical previous Knowledge is required. But a previous knowledge of 3D geometry fundamentals, or virtual reality and Object Recognition is a JOKER.

AUGMENTED/VIRTUAL REALITY SENSORS AND NETWORK INFRASTRUCTURE

In this part, we will see how monitoring the technological advances, is one of the keys of the success for RA/RV applications.

A state of the art of the technological advances will presented and the future tendencies will be also explored for this lecture.

* For this part of lecture, an external visit to AR/VR company in Paris area will be organized.

** The students are going also to experiment a basic VR Glasses production during Fablab session.

AUGMENTED/VIRTUAL REALITY PRODUCTS/PROJECTS AND FUTURE

In this part we will see how to build and sell new applications in RA/RV: how to think the Business Model; and how to include new technology in your work to make it more productive.

*The students are going to work by groups to propose innovative ideas related to the VR/AR domain. A specific product based on AR/VR technology will be designed by the students. A first technical POC is not requested but will be an excellent additional result.

ACTIVE PEDAGOGY PROGRAM BASED

This program is build based on active pedagogy methodology. "Learning by doing". Each student will be able to produce the best of himself and will be evaluated considering his progression compare to his backgroun.

Practical Information

ADMISSION REQUIREMENT

. 2 years of higher education or Bachelor degree or equivalent

. **English proficiency:** Minimum TOEIC score 785 or Minimum TOEFL score 79

. Minimum of 18 years old

. Participants are usually between 16 - 30 years old coming from all over the world.

. **Application and information:**

www.summerschool.inseec-u.com

. **Contact:** summerschool@inseec.com

. **Application deadline:** May 30th, 2020

FEES : 1900 €

These fees do not include: travel costs, housing, Visa, international insurance, local transportation, food, personal expenses...

Visa: Check with the French local Embassy.

A minimum of 15 enrolled students is required to open a session.

LIVING SUMMER IN PARIS WITH INSEEC U. SCHOOL : AN UNFORGETTABLE EXPERIENCE

EDUCATION
FOR GLOBAL CITIZENSHIP

16 ÉCOLES

10 VILLES

28 000 ÉTUDIANTS

92 NATIONALITÉS

515 PARTENARIATS ACADÉMIQUES

345 CHERCHEURS & EXPERTS

6 INCUBATEURS

5 000 CADRES EN FORMATION CONTINUE

+100 000 ALUMNI

INSEEC U.

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