

## Summer Program for Beijing Normal University

9<sup>th</sup> – 31<sup>st</sup> July 2019

### Quote for group of 12-20 students

Each of our International Seminars is a tailor-made program designed according to the specificities of our partner university. The program we have prepared for you includes:

**All Inclusive Price for seminar:**

**20 students : 2750€ per student**

**17-19 students: 2900€ per student**

**14-16 students: 3050€ per student**

**12-13 students\*: 3300€ per student**

\*If the student group size should drop below 12 students, we will not be able to run the program.

**Lectures in English –50 Contact Hours – 12 ECTS (description on pages 3-4:**

- ✓ Module 1 : French Language : Business French and French Culture
- ✓ Module 2: Business in France & the European Union and the French & European Economy

**2 Company Visits:**

- ✓ Airbus Company Visit – FAL A380 or A350 in Toulouse. Transport by private bus.
- ✓ Company Visit to Start-up or Family Company Established in Toulouse. Transport by private bus.
- ✓ Study Tour of Local Boutiques to study French Luxury Marketing

**Cultural Visits:**

- ✓ Guided Walking Tour of Toulouse
- ✓ Toulouse Boat Tour
- ✓ French Cooking Class
- ✓ Cheese Tasting
- ✓ Guided visit of local market
- ✓ Chocolate Tasting

**Events:**

- ✓ Buffet Lunch on arrival
- ✓ Farewell Lunch at in Capitole Square

Accommodation with Host Families

- ✓ 22 nights' accommodation with local host family from 9<sup>th</sup> – 31<sup>st</sup> July
- ✓ Private Single room
- ✓ Breakfast Included everyday
- ✓ Dinner Included everyday

Transport

- ✓ Airport Pick-up
- ✓ Each student will receive a transport pass for their stay in Paris to use on the local Metro, Buses and Trams.

Programme Management

- ✓ Design, Preparation and Organization of Tailor-made Program
- ✓ On-site Staff Support throughout the duration of the program
- ✓ 24-hour Emergency Phone Contact throughout the duration of the program

**Not Included:**

Accommodation for Accompanying Staff

Additional visits and activities :

Day Visit to Carcassonne and Vineyard Tour: 110€ per person (from 15 students) including :

- Transport to Carcassonne by private bus
- Guided Walking Tour of Medieval Town and Castle
- Typical Lunch at local restaurant
- Visit of Vineyard with wine tasting
- 1 TBS Staff Member to manage the group

2 day trip to Albi, Gaillac, Cordes-sur-Ciel, Caussade: 320€ per person (from 12 students) including :

- Transport over 2 days by private bus
- Night at 3\* Hotel in shared twin rooms
- Visit of Gaillac Town
- Guided Tour of Albi old town and Cathedral
- Visit to Toulouse-Lautrec Art Museum
- Evening Dinner
- Transfer on tourist train and Guided Visit of Cordes sur Ciel with local food tasting
- Caussade – Visit of Hat Museum Visit
- 1 TBS Staff Member to manage the group

## Course Proposal 2019

**2 modules of 6 ECTS :**

**Module 1 : French Language : Business French and French Culture**

**Module 2: Business in France & the European Union and the French & European Economy**

**Module 1: French Language : Business French and French Culture – A2 – B1 Level. 25 Contact Hours**

- Business French
  - Meetings – how they work and how to participate,
  - Speaking in Public
  - Negotiation – Strategy and Cross-cultural comprehension
  - French Business Culture – hierarchy, formal vs informal language
  - Professions in France
  - Market research
- French Culture
  - Leisure Activities
  - French food culture – with market visit, cheese and chocolate tasting, a cooking class
  - The Education system in France
  - French Family Life, Celebrations – weddings, Family Gatherings.
  - Small talk – how to get by
- Assessment
  - Speaking Assessment : Negotiation Role Play
  - Written Assessment : Business French & French Culture Task

**Module 2: Business in France & the European Union and the French & European Economy**

**Module Language: French. 25 Contact Hours**

**Part 1 : Business in France & the European Union**

- Survival Guide on working with French people– what to say, what not to say in a professional conversation, dress codes, favoritism et privileges.
- France: Main products, Imports & Exports, Key Industries, Weaknesses of External Trade, Company Structures
- France & the European Union : Privileged Relationships (Trade agreements, exchange parts etc)
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- France & Other countries: Free-Trade Agreements, Customs, Regulations and Standards, France's 10 main trade partners
- France & China: Trade Agreements and Exchanges
- French Luxury Marketing

### **Part 2 : The French & European Economy**

- International Monetary System, European Monetary Union and the Euro
- The History of the Euro – Positives and Negatives
- The French Economy & how it was affected by the Financial Crisis
- The European Economy
- Financial Ethics in Europe

### **Part 3 : The European Union – Structure and How it Works**

- How and Why the EU was constructed
- EU Structure and Internal Structure
- Continuing importance of the EU

### **Part 4: Company Visits**

- Airbus FALA380 – One of the EU's Key Companies
- Start-Up or Family Company established in Toulouse. TBC
- Study Tour of Local Boutiques to study French Luxury Marketing

### **• Assessment**

- Final Presentation for Part 1
- Final Exam for Part 2 & 3
- Ongoing Assessment : Participation

**Please note that the course content is subject to minor changes on the confirmation of the program.**