Summer Courses Taught in English:

**International Business and Relations**
Understanding the environment of the European Market through its different aspects: Culture, Economics, History and Management

**MGT 300 Introduction to European Business - 3 credits**
The objective of this course is to explore the key issues facing European business today. Course materials deal with European Union history and its future, the Single European Market, the Euro, as well as European labor and management issues. Students are expected to read widely from a selection of leading European business magazines and to follow current events closely.

**MGT 400 European Business Strategies - 3 credits**
European Business Strategy will be studied through intensive lectures and broad-based business analysis primarily through the use of case studies. The focus is on structure and strategy of European business in both “old” and “new” Europe. Case studies will include US and European companies active in the European market. Students will work individually and in groups to prepare business cases in sectors experiencing rapid change including, among others, the aviation, automobile, media, telecommunications and “green” industries.

**MKT 241 European Consumer Behavior - 3 credits**
This course focuses on the social and cultural factors which influence European consumers. Even though Europe cannot be considered as a block (the European Union is made up of 27 different countries), there are identifiable differences in consumer behavior between Europeans and North Americans.

**POL 210 International Relations - 3 credits**
Basic concepts and processes of world politics will be illustrated through the analysis of power rivalries, competing images and ideologies and the transformation of world economic relations.

**MGT 430 Art & Entrepreneurship - 3 credits**
The objective of this course is to help students apprehend current art works and comprehend the society we live in through a different but, most of the time, accurate prism - art. They will also grasp the idea that being an artist implies a specific type of management based on intuition.

**ENG 333 Writing in Globalization - 3 credits**
This course is designed to teach effective strategies of persuasion common to our contemporary online landscape. Writers position themselves in relation to others whose national and cultural identities are markedly different from their own, and must demonstrate considerable sensitivity to the opinions, knowledge, and value systems of national and cultural others. You will read theories of both contemporary and classical rhetoric, analyses of global citizenship, and narratives of US citizens abroad. You will also be talking regularly with residents of and visitors to Paris.

**FRE 320 Paris and French Society - 3 credits**
This course will examine the political, social, economic and cultural issues problematic in France today and how the authorities are trying to deal with them. The course includes “off the beaten path” site visits of neighborhoods and monuments.

**Excursions/Trips:**

**Excursion to Versailles**
The students will participate in a day excursion to the Château de Versailles, for a guided visit of the Palace, followed by a walking tour through the famous formal gardens of Louis the 14th, the Sun King.

**Brussels Trip**
Business Students will travel to Brussels on a Friday, stay until the next day and can elect to spend the rest of the weekend in Brussels or travel up to Amsterdam.