

icn

CREACTIVE
business
school



icn SUMMER PROGRAM



WELCOME TO icn business school!

Artem is a unique alliance between the École nationale supérieure d'art et de design of Nancy, Mines Nancy and ICN Business School. It is a partnership which promotes interdisciplinarity, alternative learning methods, creativity and innovation.

**ALLIANCE
ARTEM**

ICN Business School obtained its qualification as a Private School of Higher Education (Établissement d'Enseignement Supérieur Privé d'Intérêt Général, or EESPIG) by Ministerial Decree on 8 June 2016, published in the Official Bulletin of the French Republic on 7 July 2016.



ICN Business School has obtained international recognition from the prestigious accreditation agencies EQUIS and AMBA, which are the reference guarantors of quality assurance for Graduate Schools of Management. Whilst EQUIS has given its seal of approval to the whole school and its strategy, AMBA is a quality reference specifically accrediting ICN's Executive MBA Degree.



ICN Business School is associated with the University of Lorraine and as such is an active partner in designing academic projects and joint Double Degree programs, both with the University itself and with other partner Schools, such as ISAM/IAE and Mines Nancy.



ICN is a member of the Schools of Management Chapter of the Conference of Graduate Schools (Conférence des Grandes Écoles).



open minded COMMITTED TEAM spirited

ICN's 3 defining values

icn business school **SUMMER PROGRAM** CONSISTS OF **FOUR WEEKS** OF HIGH LEVEL CLASSES AND EDUCATION ACTIVITIES HELD ON 4 DIFFERENT LOCATIONS. THE WHOLE PROGRAM IS DESIGNED TO SUPPORT YOUR LEARNING AND UNDERSTANDING OF BUSINESS SUBJECTS BEYOND BOUNDARIES.

you will **MEET LECTURERS** WHO ARE **PASSIONATE** ABOUT THE TOPICS THEY **TEACH** AND **RESEARCH**. you will also have the opportunity to visit **COMPANIES, EUROPEAN INSTITUTIONS** AND **CULTURAL SITES** IN FOUR COUNTRIES.

**join the program to benefit from our expertise
and learn with us!**



dr. klaus-peter schulz
HEAD OF THE PROGRAM

icn facts and figures

- **3,000 students** with MORE THAN 38% FOREIGN STUDENTS
- **110 ADMINISTRATIVE STAFF**
- **13,000 GRADUATES**
- **71 TENURED PROFESSORS** AND **24 AFFILIATE PROFESSORS**
- **129 PARTNER UNIVERSITIES** WORLDWIDE
- **86%** OF THE PERMANENT FACULTY ARE **PHD GRADUATES** AND **51%** COME FROM **OVERSEAS**
- **47 STUDENT ASSOCIATIONS**
- **300 EXPERT SPEAKERS**
- **30 YEARS** OF soft skills
- **15 DATABASES** including bloomberg, ebsco, AND abi PROQUEST
- **130 PARTNER COMPANIES**
- **30,000 HOURS** OF continuing education

8 locations

- **METZ, nancy** AND **PARIS** FRANCE
- **NUREMBERG** AND **BERLIN** GERMANY
- **CHENGDU** AND **SHANGHAI** china
- **DAKAR** SENEGAL



how to **Apply?**



If you are a student from an ICN partner university, please apply through your home institution. If your university is not a partner of ICN, please contact the ICN International Relations Office

For more information, please contact your local study abroad supervisor.

The program fees include all scheduled accommodation, lunches and dinners (except weekends), lectures, as well as the scheduled trips, museum entrance fees and site visits.

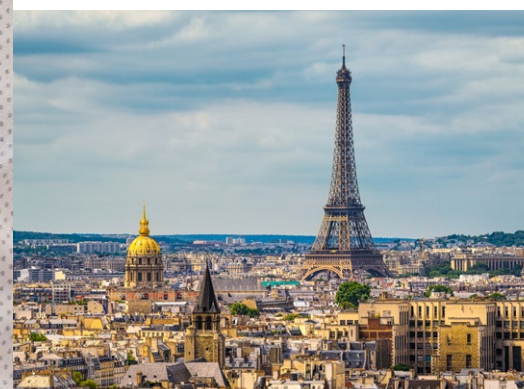
The program fees do not include the flight from your home country to France, any transportation cost to Metz, personal expenses, insurance, visa or passport fees, home university fees.

TRAVEL AND LEARN with **icn** AROUND EUROPE



nancy and METZ, FRANCE

Located at the crossroads of Europe, only 1.5 hours away from Paris by TGV, and for over 100 years the cities of Nancy and Metz have been marked by ICN DNA. Culture holds an important place in both cities, with many concert halls and museums such as the Centre Pompidou in Metz. The two cities are also architectural treasures, Nancy's historical centre is a UNESCO world heritage site. With some of the most affordable housing and rental prices in the country, a culture and nightlife envied by many other French cities, an excellent public transport system, and with the countryside nearby, it's not surprising that 50,000 students choose to live and study in the two cities every year!



PARIS, FRANCE

Paris, the capital of France, is not only the cultural and intellectual center of France but also the administrative, entrepreneurial and artistic center of the country. It comprises also numerous leading universities and business schools.



BRUSSELS, BELGIUM

Brussels is also considered the European capital. Located at the border between French roman and Flemish culture, it offers a unique international atmosphere but at the same time local flair. Brussels is also home to the European commission and parliament.

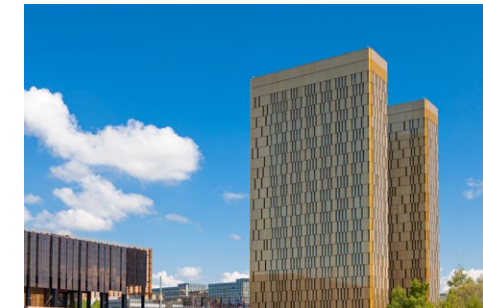
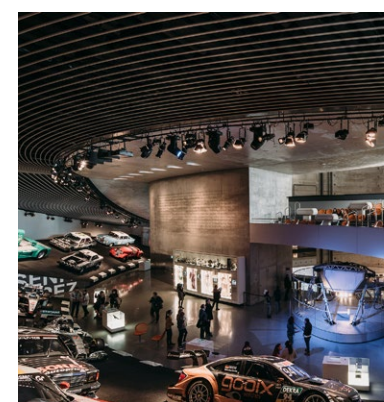
NUREMBERG, GERMANY

Nuremberg, with over half a million inhabitants, is the second largest city in Bavaria, a region of Germany which combines the attractions and advantages of natural beauty, history, architecture and a wealth of cultural events.



STUTTART, GERMANY

Stuttgart with its 600,000 inhabitants is the capital of Baden Württemberg State and one of the leading industrial and innovation centers in Germany and Europe. The headquarters of firms like Daimler, Bosch or Porsche are located there as well as leading research institutions as Fraunhofer.



LUXEMBURG, LUXEMBURG

Luxemburg is the capital of the small Luxemburg state and at the same time an important financial and entrepreneurial center in the heart of Europe. Luxemburg is also home to the European Court of Justice.

PART 1

All modules
ARE MANDATORY!

Module 1

CAMPUS METZ

EUROPEAN INSTITUTIONS & FRENCH PERSPECTIVES

- European Union Institutions
- Geography of Europe
- The EU and its Neighbors
- European Culture and Identity
- French Civilization
- French History and French civilization

Module 2

CAMPUS METZ

MANAGEMENT & BUSINESS IN EUROPE

- Leadership and Management Across Borders
- Doing Business in France
- Doing Business in Southern Europe
- Doing Business in Eastern Europe
- Business & Sustainability

PART 2

All modules
ARE MANDATORY!

Module 3

STUTTART

DESIGN THINKING & INNOVATION

- Ideation Processes
- Innovation and Technology transfer
- Design Thinking workshop for future developments

Module 4

CAMPUS NUREMBERG

GERMAN ECONOMY & PERSPECTIVES ON BUSINESS

- New History of Germany
- SMEs and Family Business as Innovation Drivers in Germany
- Innovation Management in Europe
- German Perspective on Europe
- Leadership Culture in International Comparison

PART 3

Module 5 students choose one among
2 concentrations

Module 6 is MANDATORY!

Module 5

CAMPUS NANCY

EUROPEAN MANAGEMENT CONCENTRATION

- Organizational Behavior
- International HRM
- HRM in Europe
- Managing Sports SMEs in Europe
- International Negotiation

EUROPEAN MARKETING AND LUXURY MANAGEMENT CONCENTRATION

- Communication and Advertising in Europe
- International Pricing and Distribution
- Managing Luxury Brands
- Design & Sustainable Luxury
- Sourcing for Luxury Market

Module 6

CAMPUS PARIS

GEOPOLITICS AND FUTURE CHALLENGES

- Geopolitics
- Future Cities
- Environmental Challenges

COMPANY & INSTITUTIONAL VISITS

- European Commission Brussels
- European Court of Justice Luxembourg
- BELVAL Luxembourg Science and Entrepreneurial City
- Daimler Stuttgart
- Fraunhofer Institute for Innovation Research, Stuttgart
- Adidas or Puma Herzogenaurach
- STAN Institute for Robotic Surgery Training Nancy
- Dassault Systèmes Smart City, Paris

EDUCATIONAL VISITS

- Visit of Metz Gothic Cathedral and City, Art Museum Centre Pompidou
- Robert Schuman Center, Co-founder of the European Union
- Paris City Center tour by boat, Louvre Museum
- Brussels, City visit with market square
- Stuttgart visit of the Mercedes Museum of automobile history
- Visit of Munich city center
- Third Reich documentation center Nuremberg
- City of Bamberg, UNESCO world heritage



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PRACTICAL INFORMATION:

ASSESSMENT

Assessment will be provided during the program. Students can earn up to 10 credits (2 ECTS credits per module 1, 2, 4 and 5, 2 ECTS credits for module 3 and 6). For more details, please contact your local study abroad advisor.

ACCOMMODATION

Students are accommodated in a student residence and will receive tickets for meals at the university cafeteria. Of course, whenever desired, a student may go to have a meal in a local restaurant, at his/her own cost.

PROGRAM LOCATIONS

Metz // ICN Business School - Metz Campus
3 place Édouard Branly - FR 57070 METZ Technopôle

Nancy // ICN Business School - Nancy Campus
86 Rue du Sergent Blandan - FR 54037 NANCY Cedex

Nuremberg // ICN Business School - Nuremberg Campus
Maxfeldstraße 9 - D-90409 Nuremberg - Germany

Paris // ICN Business School – Paris
CNIT - La Défense

Contact

International applicants

International relations office

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 ICNBusinessSchool

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icn-artem.com