

# IÉSEG WINTER PROGRAM



2 TO 4  
WEEKS



JANUARY 1<sup>ST</sup>  
- JANUARY 26<sup>TH</sup>,  
2024



ENGLISH



700€  
PER  
COURSE



100% ONLINE  
TEACHING



5 ECTS  
PER  
COURSE

## CREATE VALUE IN AN INTERNATIONAL BUSINESS CONTEXT AND BECOME A PIONEER OF CHANGE

During the IÉSEG Winter Program, students will develop their knowledge about various areas of business and Management. In 2024, IÉSEG offers 4 different courses as part of its Winter Program. Teaching will be conducted fully online.



### OBJECTIVES

- > Explore an academic offer designed for future changemakers
- > Study with top faculty coming from around the globe
- > Earn credits and add a significant value to your resume
- > Benefit from a program designed by a triple-accredited institution



### SCHOLARSHIPS

IÉSEG offers a 10% tuition fee discount (applied to courses only) to partner universities' students. The discount is automatically applied when students register for the Winter courses of their choice.



### WHO CAN APPLY?

The IÉSEG Winter Program is designed for English-speaking students coming from all disciplines with a strong interest in international business and management.



### CERTIFICATIONS

Upon completion of the program, students will be awarded:

- > A IÉSEG Winter Program certificate
- > An official transcript



## 4 COURSES TO CHOOSE FROM

### 1. NEGOTIATION SKILLS 5 ECTS

> This course aims to prepare students to identify different negotiation settings and recognize which negotiation strategies are effective for particular situations. Students will use the framework of integrative negotiation, and will look at how to apply the theory to practice by way of role-play simulations and discussions about real cases. They will also examine conflict management styles and how to implement conflict resolution processes in an organizational context.

### 2. CROSS-CULTURAL MANAGEMENT 5 ECTS

> With the globalization of business, understanding cultural differences has never been so important. Through this two-week intensive course, students will learn how to manage, interact and do business on the worldwide stage. This course will offer an understanding of other cultures and ethnicities as a way of improving interaction and negotiation skills with international peers.

### 3. INTERNATIONAL BUSINESS 5 ECTS

> This course presents an introduction to International Business. The topics covered in class include globalization, internationalization of firms, selection process of potential international markets and alternative market entry strategies. This course will also introduce students to the development of an international marketing strategy, and the standardization vs. adaptation debate when designing international marketing mix.

### 4. DIGITAL MARKETING 5 ECTS

> This lively and stimulating course will introduce students to the strategies and tools of a new age Digital Marketer. Students will meet the Power of a "4 C's Digital Framework (CONTEXT-CONSUMERS-COMPETITION-CAPABILITY.)" They will also learn the skills that leading brands and marketers currently need to make today's consumer journey unique and engaging in a cross-culture digital marketplace.



## ADMISSION REQUIREMENTS

- > Students must be at least 18 years old on the first day of the program
- > Candidates need to be in one of the following categories:
  - student pursuing a degree in a higher education institution
  - student who graduated from a higher education institution within the last 3 years before application
- > A strong academic performance and a good command of English (B2 level minimum) are also required

**CLOSING DATE FOR REGISTRATION: DECEMBER 1<sup>st</sup>, 2023**



## INFORMATION AND APPLICATIONS



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## GENERAL SCHEDULE

### January 2<sup>nd</sup> to January 12<sup>th</sup>:

- > Negotiation Skills (From Monday to Friday - 9am to 12pm or 1pm)
- > Cross-Cultural Communication (From Monday to Friday - 3pm to 6pm or 7pm)

### January 15<sup>th</sup> to 26<sup>th</sup>:

- > International Business (From Monday to Friday - 9am to 12pm)
- > Digital Marketing (From Monday to Friday - 3pm to 6pm)

**An online orientation session will be held on January 1<sup>st</sup>.**