

很多臺灣的學生夢想在巴黎一邊讀書、一邊體驗生活，但卻不曉得怎麼樣安排才可以把「體驗巴黎」這個安排融入自己的學習規劃裡。法國雷恩商學院在今年的暑假(2022年7月3日(日)至7月13日(三))，首度於去年剛落成的巴黎校區中，開設了「探索巴黎及法國奢侈品產業的秘密」課程，邀請全世界姊妹校的學生，來到花都體驗生活、學習、文化跟美食。

這個課程的的目標是讓學生對於法國奢侈品產業及其品牌經營的策略上有基礎的認識，他們會在課程中了解法國奢侈品產業的歷史、疫情前後品牌經營策略上的差異，更有機會透過課程安排造訪指標型的奢侈品公司，面對面跟這些走在時尚尖端的巴黎人直接對話，了解他們平常怎麼樣將生活帶進品牌、把品牌帶進生活。

更重要的是，學生甚至可以透過這個機會多留在巴黎多旅遊幾天，一同在法國與大家在7月14日(四)歡慶法國國慶日！

煩請各姊妹校承辦同仁協助先行提名：

****Please first submit a nomination list of your selected students by replying this email, and then kindly provide the link (<https://apply.rennes-sb.com/>) to your students for submitting and completing their applications online via the system.****

Passport English Name (中文姓名)	Gender	Nationality	Program to choose in RSB	Email
			Summer Program (Paris Campus)	

課程：探索巴黎及法國奢侈品產業的秘密 (*Paris and the Keys to Luxury Business*)

學分：6 ECTS (3 學分)

時數：27 小時實體教室授課；32 小時企業參訪、業師演講及小組報告

資格：大三(含)以上學生；並有相當英語能力之學生(建議分數：多益 750/ 雅思 6.5/ 托福 80；或就讀全英語課程)

費用：

- 2,450 歐元(含 11 晚住宿；不含機票) | **臺灣姊妹校學生 1,950 歐元(含 11 晚住宿；不含機票)：**

- 1,995 歐元(不含住宿；不含機票) | **臺灣姊妹校學生 1,495 歐元(不含住宿；不含機票)**

※ 此課程有包含一日文化旅遊

住宿：[Twenty Campus Asnières-sur-seine residence](#)

課程介紹及報名 (需透過系統報名)： <https://reurl.cc/02AQgA>

English Version Below

Your students might dream about experiencing Paris but are unsure how to fit a study abroad programme into their packed curriculum. We are now offering them the opportunity to attend our new summer programme: Paris and the Keys to Luxury Business from July 3, 2022, to July 13, 2022.

The objective of this summer programme is to gain fundamental knowledge on how and why French luxury brands are so successful. To do this, they will learn about the history of luxury, the current strategy of luxury brands and they will visit luxury companies to meet the people who are making these brands so unique while living the Parisian lifestyle. This experience will count towards their university credit as it is worth 6 ECTS.

Students will have the option to extend their stay a few more days if they wish and be able to enjoy the French national day on July 14th, with a spectacular show in the capital.

*The regular fees are 2450 euros (including accommodation) but we are offering a special discount of **500€** for students coming from our partner institutions bringing the costs down to 1950 euros.*

For more information, please follow this link:

[Summer Programme – Paris and the keys to Luxury Business \(rennes-sb.com\)](https://rennes-sb.com)