

WINTER SCHOOL TIMETABLE

PARIS & TOULOUSE

MONDAY 4TH JANUARY –

FRIDAY 22ND JANUARY 2021



winter.school@tbs-education.fr

MODULES:

Module Code	Location	Module Title
Module UG1	Paris	Cross Cultural Management & International Negotiation
Module UG2	Paris	International Marketing: Practices in France and Europe
Module UG3	Paris	Corporate Finance
Module UG4	Toulouse	International Human Resources Management
Module UG5	Toulouse	Business and Competitive Strategy in Europe
Module UG6	Toulouse	Big Data & Marketing Analysis
Module G1	Paris	Strategic Management in Europe
Module G2	Toulouse	Advertising & Consumer Behavior in Europe

Please note that there will be a minimum and maximum number of participants required for each module.
All places and modules will be confirmed to students by **6th December**

PARIS TIMETABLE:

DATE	MORNING	LUNCH BREAK	AFTERNOON
	09.00-12.00	12.00 – 13.30	13.30-16.00
Sunday 3rd January			Recommended arrival in Paris. Accommodation Check-in From 15.00
Monday 4th January	Free Time	12.00 Registration & Welcome Buffet 13.00 Welcome Ceremony 14.00 Team-Building	17.00 Boat Trip on Seine River
Tuesday 5th January	Class 1: Cross Cultural Management (UG1) International Marketing (UG2) Corporate Finance (UG3) Strategic Management (G1)	Lunch	Class 2: Cross Cultural Management (UG1) International Marketing (UG2) Corporate Finance (UG3) Strategic Management (G1) 19h00 International Food Evening TBS Campus
Wednesday 6th January	Class 3: Cross Cultural Management (UG1) International Marketing (UG2) Corporate Finance (UG3) Strategic Management (G1)	Lunch	Class 4: Cross Cultural Management (UG1) International Marketing (UG2) Corporate Finance (UG3) Strategic Management (G1)
Thursday 7th January	Class 5: Cross Cultural Management International Marketing (UG2) Corporate Finance (UG3) Strategic Management (G1)	Lunch	Class 6: Cross Cultural Management (UG1) International Marketing (UG2) Corporate Finance (UG3) Strategic Management (G1)
Friday 8th January	Class 7: Corporate Finance (UG3) Cross Cultural Management (UG1) International Marketing (UG2) Strategic Management (G1)	Lunch	Louvre Museum




DATE	MORNING	LUNCH BREAK	AFTERNOON	
	09.00-12.00	12.00 – 13.30	13.30-16.00	
Saturday 9 th January	Visit to Versailles			
Sunday 10 th January	Free Day			
Monday 11 th January	Class 8 / Company Visits: International Marketing (UG2) Cross Cultural Management (UG1) Corporate Finance (UG3) Strategic Management (G1)	Lunch	Class 9 / Company Visits Cross Cultural Management (UG1) International Marketing (UG2) Corporate Finance (UG3) Strategic Management (G1)	19:00 Ice Skating Grand Palais
Tuesday 12 th January	Class 10: Cross Cultural Management (UG1) International Marketing (UG2) Corporate Finance (UG3) Strategic Management (G1)	Lunch	Class 11: Cross Cultural Management (UG1) International Marketing (UG2) Corporate Finance (UG3) Strategic Management (G1)	
Wednesday 13 th January	Revision Time	Lunch	Exams	Paris Closing Ceremony / Goodbye Dinner
Thursday 14 th January	9.00 Check-out Accommodation Train to Toulouse		14.00 Registration and Opening Ceremony for Toulouse Only Students 19.00 Welcome to Toulouse Cocktail for all students	

TOULOUSE TIMETABLE:

DATE	MORNING	LUNCH BREAK	AFTERNOON	
	09.00-12.00	12.00 – 13.30	13.30-16.00	
Thursday 14 th January	Check-In Accommodation		14.00 Registration and Opening Ceremony for Toulouse Only Students 19.00 Welcome to Toulouse Cocktail for all students	
Friday 15 th January	Class 1: IHRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) Advertising & Consumer Behavior (G2)	Lunch	Class 2: IHRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) Advertising & Consumer Behavior (G2)	16.15 Toulouse Walking Tour
Saturday 16 th January	Class 3: IHRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) 11.00 Advertising & Consumer Behavior (G2)	Lunch	Free Time	
Sunday 17 th January	Carcassonne - Visit to Medieval Castle & Vineyard (Château Canet) with Wine Tasting			
Monday 18 th January	Class 4: IHRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) Advertising & Consumer Behavior (G2)	Lunch	Class 5: Big Data & Marketing Analytics (UG6) IHRM (UG4) Business & Competitive Strategy (UG5) Advertising & Consumer Behavior (G2)	
Tuesday 19 th January	Class 6: International HRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) Advertising & Consumer Behavior (G2)	Lunch	Class 7: Company Presentations and Company Visits / Airbus International HRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) Advertising & Consumer Behavior (G2)	



DATE	MORNING	LUNCH BREAK	AFTERNOON	
	09.00-12.00	12.00 – 13.30	13.30-16.00	
Wednesday 20th January	Class 8: IHRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) Advertising & Consumer Behavior (G2)	Lunch	Class 9: IHRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) Advertising & Consumer Behavior (G2)	
Thursday 21st January	Class 10: IHRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) Advertising & Consumer Behavior (G2)		Class 11: IHRM (UG4) Business & Competitive Strategy (UG5) Big Data & Marketing Analytics (UG6) Advertising & Consumer Behavior (G2)	
Friday 22nd January	9.00 – 12.00 Revision Morning	Lunch	13.30 Final Exams & Presentations: Modules UG4, UG5, UG6 & G2	17:00 Closing Ceremony 19:00 Goodbye Dinner
Saturday 23rd January	Check-out from accommodation by 11am			

 = Cultural/social events included in Winter School price