

# INTERNATIONAL WEEK



## THE MAIN INTERNATIONAL EVENT OF INSEEC SBE

**JAN. 30 - FEB. 7, 2020**

Professors from partner universities and institutions are invited to apply in order to joining us to share their knowledge and experience with our students





# ABOUT THE EVENT

Seminars will be held in Lyon, Paris on Monday and Tuesday and in Bordeaux and Lyon on Thursday and Friday. The group in Paris will be split to go to Bordeaux and Lyon. Professors can choose the group they want to be in. Wednesday 6 February will be dedicated to transportation from Paris to Bordeaux/Lyon and to a cultural activity.

Participating professors will be responsible for the following:

- Creating one seminar in English with 6 contact hours. The seminar will be taught on Each day, each campus to different groups. The same course will be taught 6 times = 36 teaching hours.
- Evaluating students for each seminar (individual exam, group work, case-study, re-search paper...etc.) during the 6h of class, or afterwards (homework).
- Filling out an online evaluation form about the event

Classes should cover the following fields of studies :

- Strategic Marketing
- Digital Marketing
- Luxury Management
- Corporate/International Finance
- International Management
- Human Resources
- Purchasing & logistics
- Communication
- Entrepreneurship

## Application Process

Apply online before October 1st, 2019 :  
<https://forms.gle/4GdLS9GncQXrB84a8>

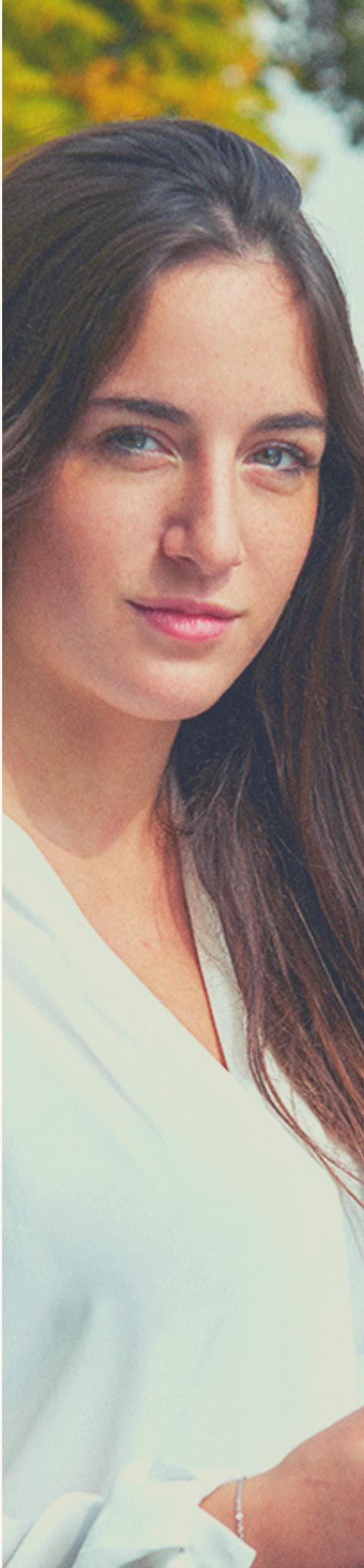
In addition, we kindly ask you to send your résumé and a provisionnal course description (a few lines about your workshop) to [jdamon@inseec.com](mailto:jdamon@inseec.com).

## INSEEC SBE will cover

meals (lunches, coffee breaks, 1 dinner per city)  
1 cultural/ice breaker activity per campus

This program is eligible to the Erasmus+ teaching mobility grant. We recommend you to apply for the Erasmus+ teaching mobility grant of your university.





# SCHEDULE OF THE WEEK\*

## **LYON CAMPUS JAN 29- FEB 1**

### **Wednesday JAN 29th**

Arrival and city tour

### **Thursday JAN 30th & Friday JAN 31th**

6-hour class per day towards 1 group of students  
Welcome dinner

## **PARIS CAMPUS FEB 2-4**

### **Saturday FEB 2nd**

Escape game / Ice breaker activity

### **Monday FEB 3rd & Tuesday FEB 4th**

6-hour class towards 1 group of students  
Dinner in a French Crêperie

## **BORDEAUX CAMPUS FEB 5-7**

### **Wednesday FEB 5th**

Transfer to Bordeaux (2 hours by train)  
Cultural activity (Saint-Emilion, tbc)

### **Thursday FEB 6th & Friday FEB 7th**

6-hour class towards 1 group of students  
Farewell dinner in a typical brasserie

\*provisionnal schedule, to be confirmed

