



French Culture Spring Session
1-30 June 2018, Paris

French Arts, Fashion and Cultural Management

BIENVENUE À PARIS!

Enjoy spring in the rich and culturally vibrant Paris

By joining IÉSEG you choose to study at an internationally oriented institution impregnated with multicultural atmosphere, awarded with three international accreditations, and committed to academic and research excellence.

This spring course is designed to rapidly improve your French language skills, introduce you to the French Culture and to give you an insight into Arts, Fashion and Cultural Management.

We offer:

- Intensive French language courses, all levels – 62 hours, 8 ECTS.
- French Culture (in French for intermediate students and above and in English for students below the intermediate level) – 12 hours, 2 ECTS.
- Arts, Fashion and Cultural Management in English – 12 hours, 2 ECTS.

Our French Culture Spring Session is complemented by organized cultural activities and the opportunity to discover independently the wonderful city of Paris. By joining the company of your international classmates you will be able to soak up the history, traditions and culture of France when you visit Paris galleries, museums and other attractions. You will also benefit from very interesting Company visits as Chanel for example. Studying for a month in Paris will be an unforgettable cultural and educational experience.

We will look forward to you joining us on this year's Spring French Culture Spring Session and to making your time in France as rewarding and as enjoyable as possible.



Marta VAZQUEZ

Associate Director – International Relations

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IESEG KEY FACTS



3

International
accreditations

281

Partner universities
in 69 countries

81%

International Faculty

5150
Students

2270
International
Students

100%

of the permanent
academic staff
holds a PhD

Corporate
Connections with

2500
companies

#1

ranked 5-year
Business School
in France
Le Figaro-Étudiant
Ranking

31th

among
the 95 best Masters
in management
in the World
Financial Times
Ranking

4 MAIN TOPICS ONE PER WEEK

All courses: French Language, French Culture , Arts, Fashion and Cultural Management will focus on one topic every week.

First Week: **Monuments**

A short history and presentation of famous Parisian landmarks. For centuries, French Kings and Presidents have commissioned great monuments in Paris. The Louvre, Versailles Palace, the Invalides, Arc de Triomphe and Eiffel Tower are marvels. The Catholic Church superbly contributed with Notre Dame Cathedral, Sacré Coeur and Sainte Chapelle.

Second Week: **Arts de la Table**

An exploration of French culinary habits through haute cuisine, bistrots, regional specialties and foreign influences.

Third Week: **Arts Visuels et Musique**

An introduction to post-60s French cinema and French music, from early 20th century classical music to French house and urban music.

Fourth week: **Histoire Contemporaine de la Mode**

An overview of Paris main fashion houses and their history as well as the discovery of new and innovative trends.



FRENCH LANGUAGE COURSES



Prior to arrival in Paris, participants will be provided with an assessment test to place them at the appropriate level. An oral test will take place the first day to confirm the level. Course themes for every level will follow those of the French Culture course.

Level 1: BREAKTHROUGH

This course is open to participants with no previous knowledge of French. They will develop their everyday language skills, vocabulary and pronunciation.

By the end of this level:

Participants will be able to make simple sentences and reply to simple questions, introduce themselves and others, talk about likes/dislikes, family and routines, order a meal in a restaurant/go shopping and understand and write basic texts.

Level 2: DEVELOPING

This course is open to participants who can already communicate in French in a range of everyday social and travel contexts. They will develop their confidence, vocabulary and grammar.

By the end of this level:

Participants will be able to talk with confidence (go shopping, book a hotel room, order in a restaurant), make general conversation in French, write and understand simple written texts and understand a wider range of grammar and vocabulary.



Level 3: EXPANDING

This course is open to participants who can already communicate in French with confidence. They will continue to develop their communication skills and in-depth writing.

By the end of this level:

Participants will be able to take part in conversations on a fairly wide range of topics, write and understand written texts, make notes and understand most of the general meaning of lectures, meetings, TV programmes and films and extract basic information from a written document.

Level 4: PERFORMING

This course is open to participants who can already use French in a range of culturally appropriate ways. The participants will expand their skills in communicating and debating within a social and professional environment.

By the end of this level:

Participants will be able to take part in extended conversations and discussions, express opinions on abstract/cultural matters, write and understand most texts, including formal and professional documents, newspaper articles, understand most of a film, presentation or lecture.

4 WEEKS

4 THEMATICS

Arrival : June 1st

	Saturday June 2nd
9.30 - 1 pm	Visit of the Château de Versailles
	Lunch on your own - free afternoon

First Week: Monuments

	Monday June 4th
9.30	Welcome breakfast
10.30	Oral french tests
12.00	Welcome Lunch
2,00 - 5,00 pm	French Culture : Key Monuments and Modern History of Paris
	Tuesday June 5th
9.30 - 12,30	French course
12,30-2,00 pm	Lunch Break
2,00 - 5,00 pm	Cultural Visit: Eiffel Tour
	Wednesday June 6th
9.30-12,30	French Course
12,30-2,00 pm	Lunch Break
2,00 - 5,00 pm	Arts Management - Monuments
	Thursday June 7th
9,30-12,30	French Course
1,00-2,00 pm	Lunch Break
2,00-5,00 pm	Cultural visit: Arc de Triomphe
	Friday June 8th
9.30 - 12,30	French Course
Afternoon	Free time

Second Week: Arts de la Table

	Monday June 11th
9.30- 12,30	French Course
12,30-2,00 pm	Lunch Break
2,00 - 5,00 pm	French Culture : Cafés, brasseries, restaurants, , The Michelin Guide: a benchmark of Haute Cuisine; Tasting French specialties
	Tuesday June 12th
9.30 - 12,00 pm	French course
12.00 - 2.30 pm	Atelier des chefs : cook your own French meal
	Wednesday June 13th
9.30-12,30	French Course
12,30-2,00 pm	Lunch Break
2,00 - 5,00 pm	Arts Management - Arts de la table
	Thursday June 14th
9,30-12,30	French Course
12,30-2,00 pm	Lunch Break
2,00-5,00 pm	Cultural Visit: Louvre and Musée des arts décoratifs
	Friday June 15th
9.30 - 12,30	French Course
Afternoon	Free time

4 WEEKS

4 THEMATICS

Third Week : Visual Arts and Music

Monday June 18th

9.30 - 12,30	French Course
12,30-2,00 pm	Lunch Break
2,00 -5,00 pm	Cultural Visit: Opéra Garnier

Tuesday June 19th

9.30 - 12,30	French course
12,30-2,00 pm	Lunch Break
2,00 -5,00 pm	French Culture: An Overview of French Cinema

Wednesday June 20st

9.30-12,30	French Course
12,30-2,00 pm	Lunch Break
2,00 -5,00 pm	Visual Arts and music Management

Thursday June 21st

9.30 - 12,30	French Course
12,30-2,00 pm	Lunch Break
2,00-5,00 pm	Cultural Visit: Musée d' Orsay

Friday June 22nd

9.30 - 12,30	French Course
12,30	Free afternoon

Fourth Week : Fashion

Monday June 25th

9.30 - 12,00	French Course
12.00	Welcome Lunch
2,00 -5,00 pm	French Culture : History of French fashion Les grand noms de la Haute couture

Tuesday June 26th

9.30-12,30	Fashion Communication with a focus on CHANEL
12,30-2,00 pm	Lunch Break
2,00 -5,00 pm	Company Visit : Atelier Le-sage CHANEL

Wednesday June 27th

9.30 - 12,30	French Course
12,30-2,00 pm	Lunch Break
2,00-5,00 pm	Fashion Management

Thursday June 28th

9.30 - 12,30pm	French Course
12,30-2,00 pm	Lunch Break
2,00-5,00 pm	Cultural Visit

Friday June 29th

10,00 - 12,30pm	Conclusion of course
12,30-2,00 pm	Farewell lunch

Departure : June 30st



ACCOMMODATION & FEES

Accommodation is included in the package we offer. We have arranged accommodation for you in a private residence building.

Included in the accommodation package:

- > Studio with a single bed, en suite bathroom.
- > Fully equipped kitchenette in every studio.
- > Clean & modern facilities, including bed linen, towels, etc.
- > Great location, a 7-minute walk away from our school building.
- > Internet in rooms.
- > Launderette.

Program Fees

	Credits	Contact hours	Cost
French Language	8 ECTS	62 Contact hours	
French Culture	2 ECTS	12 Contact hours+Cultural visits	
Arts Fashion and Cultural Management	2 ECTS	12 Contact hours+Cultural visits	
Total Tuition Fee			2140
Accommodation			950
Administrative fee			200
Total Accommodation included	12 ECTS	86 Contact hours+visits	3290€

The program fees are proposed as a package and include:

- > Welcome Breakfast and Lunch
- > Farewell Lunch
- > Access to the school library
- > Weekly cultural visits/activities
- > Official transcript of grades
- > Computer accounts at the school
- > Certificate of participation
- > Student card
- > Housing



FEEL LIKE HOME ON OUR PARIS CAMPUS



Paris Campus Study in Europe's Main Business Hub

IESEG's modern campus in Paris is located in the iconic Grande Arche building, at the heart of the business district of La Défense.

Paris is not only the economic and business capital of France but also the symbol of French culture. World-famous for its monuments as well as its artistic and cultural life, Paris welcomes over 30 million visitors a year.

The Paris Campus consists of two buildings of a total of 14,000 m², and provides students with 20 lecture halls, 20 classrooms, 3 multimedia rooms, a trading room, a library, a cafeteria and meeting rooms for clubs and associations.



Michelle WONG

Hong Kong Baptist University- Hong Kong

«France has been my dream country to visit since I was very small due to her deeply rooted image of elegance and classics. I did learn a lot during the month I spent there. As scheduled by the school, we were to have French language classes in the morning and cultural management lessons in the afternoon. We have learnt the historical sites of Paris, its geographical divisions, how to read the typical menu of French cuisine, to order food and recognize the traditional specialties, the history of the artistic aspect of France. As a visual arts student myself, I found the courses as well as the Paris itself exceptionally appealing to me. It was definitely an unforgettable experience.»

La Défense: Europe's Largest Business District

The IESEG campus in La Défense, Paris, was established primarily to strengthen IESEG's links with French and international companies, and to enhance the institution's global reputation and visibility.

La Défense is home to more than 1,500 companies with around 150,000 employees, meaning that IESEG is perfectly positioned to form partnerships with its neighbours.

<http://www.ladefense.fr/>
<http://www.parisinfo.com/>
<http://www.ratp.fr/>



Ricardo Chavez

Christopher Newport University, USA

«I was given the opportunity to experience Parisian and French culture through IESEG. It now sits as one of my favorite international experiences so far. It is a known fact that Paris is one of the most visited cities in the world and although many get the chance to see the sights that this beautiful city has to offer, the students that participate in the French cultural experience make up a lucky few that are introduced to the city in a cultural, historical, and economic context and my appreciation for Paris and France in general is greater for it. IESEG allows you to experience Paris among international colleagues making it a truly cosmopolitan experience.»

HOW TO APPLY TO THE FRENCH CULTURE SPRING SESSION AT IÉSEG

1. Please send an email to Marta Vazquez ,Associate Director of International Relations: m.vazquez@ieseg.fr
2. Please submit the following documents together with the application form :
 - > An official transcript of grades from your current home university
 - > A copy of your valid passport OR a copy of an EU ID card for EU citizens

Application procedure

1. Once IÉSEG receives your application, you will receive an email confirmation of the receipt of the application.
2. After receipt of your application and above mentioned required documents for the application, please allow two weeks for IÉSEG to contact you to notify if you have been accepted.
3. Upon reviewing your application, if you are accepted, IÉSEG will send you an offer letter and an invoice.
4. Upon receipt of your tuition payment by the deadline, IÉSEG will send you an official acceptance letter which you will be able to use to apply for a student visa (if required).

Application deadline



April 30th, 2018

Please submit the application by email to: m.vazquez@ieseg.fr



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