

CEFAM Summer Session 2013

Dates of classes: June 3rd – June 29th

Foreign Languages: None. English is the language of instruction.

Minimum GPA: 2.5

Course load: Students will typically take one 3 credit class and one 1 credit class. Classes usually take place on Monday – Thursday mornings and early afternoons, but may include visits that take place at any time of the day. There are no classes on Friday – Sunday (see Sample Session).

Class size: Under 25

Classes offered (subject to minimum enrollment):

3 CREDIT CLASSES:

IB 210 – International Business
ENGL 170 - Public Speaking
PHIL 130 – Race and Diversity
POLS 210 – Issues in International Politics
MGMT 220 - Organizational Behavior
MGMT 230 - International Management
MGMT 410 – Strategic Management and Business Policy
ART 220 – Art and Business
ART 210 – The History of Art

ONE CREDIT CLASSES:

FREN 110 – Beginner’s French
FREN 120 – Intermediate French
FREN 130 – Advanced French

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3 CREDIT CLASSES

IB 210 – International Business

The objective of this module is to develop knowledge and knowhow in the field of companies' international development strategy. It aims to:

- Pinpoint companies' necessity to develop international markets considering the opportunities and threats of globalization and emerging markets like China, India, Brazil.
- Show the different international development alternatives and tools that companies have such as export, sourcing, technology transfer, local implementation vehicles (rep office, subsidiary, joint venture).
- Know the different supporting frameworks (institutional and private) which can help the companies to successfully conduct their international development project.
- Give the fundamental keys how to manage an international development project (organization, key steps, typical risks, market intelligence).
- Give some operational recommendations on how to work, be competitive and cooperate in emerging markets like China or in developed markets like the USA.

ENGL 170 - Public Speaking

The Public Speaking Course is designed to encourage students to develop the basic communication mechanisms necessary for speaking in public. Students learn how to organize and present information in a clear and precise manner, as well as how to persuade. Emphasis is placed upon using evidence, reasoning, professional and personal testimony. The course is designed to make the students feel at ease with an audience and to teach them how to adapt to a given audience in a given context.

PHIL 130 – Race and Diversity

This course is designed to familiarize the students with the existing social, political, economic and psychological perspectives in order to better understand the intersectionality of race, class, gender, sexuality, nationality and ethnicity. It aims to emphasize their mutually reinforcing nature, and the tensions that arise from their interrelations. This would in turn help us to better define and understand identity politics and the system of interlocking oppressions, discrimination and oppression at the personal political level. The underlying assumption of the course is that the 'personal is political' as Carol Hansch (1969) prescribed!

POLS 210 – Issues in International Politics

This course is designed to expose students to a range of diverse issues in international politics. The first section of the course covers various theories of International Relations. The second section covers issues of international politics and the third section of the course allows students to debate their pet topics on international politics in a free and intellectually stimulating class environment. Exploring a range of economic, political, social and cultural issues, this course in international politics helps you to achieve a greater understanding of the world and the diversity of its ideas, perspectives and cultures -- useful in business, law, teaching, and governmental careers – and to simply be a better ‘citizen of the world community.’

MGMT 220 – Organizational Behavior

Organizational Behavior can be defined as the study of the impact that individuals, groups and structures have on behavior within an organization and how this impacts the organization’s performance. The course develops students’ awareness of the essential interpersonal skills which are the keys to managerial effectiveness. Students will study topics related to attitudes, personality, motivation, group and team behavior, leadership and conflict.

MGMT 230 - International Management

This course takes place in the world of globalization, and provides an introduction to management in an international context. There are 3 basic elements to be covered in class: the Global Environment, Intercultural Management and Global HRM. Theory is systematically related to in-company realities. Case studies are used in order to analyze from a practical point of view the different theories presented.

MGMT 410 – Strategic Management and Business Policy

The course is built around up to date case studies and strategy articles taken essentially from the Harvard Business Review. Research articles expose students to the underlying theories of 21st century strategic thinking such as the resource based view, knowledge management etc. while the case studies treat the practical application and implications of these theories and expose the students to critical notions in the formulation, implementation and control of strategic policy. Informed and well-founded long-term decision-making is at the heart of the course’s content.

ART 220 – Art and Business

This course relates the world of business to fine art. It examines Art as an Investment, the Buying and Selling of Art, Valuation, and strategies for the future. Students will visit art galleries and art related businesses throughout the course.

ART 210 – The History of Art

The course will cover the major developments in modern art from the late 19th Century to the present day. The major developments of the modern period – including Impressionism, Cubism, Dada, Surrealism, Expressionism, Pop Art and Abstract Expressionism will all be discussed in both a fine art and social context.

ONE CREDIT CLASSES:

FREN 110 – Beginner’s French

The study of French pronunciation, vocabulary and grammar at the beginners’ level. The student concentrates on mastering the basics of the French language through various exercises. The emphasis is on both written and oral communication skills. Students will also be introduced to French culture.

FREN 120 – Intermediate French

This course is a complete review of the structure of the French language, with particular emphasis on the oral aspect of the language. Listening comprehension and reading skills are also stressed. Additional emphasis will be placed on civilization and culture.

FREN 130 – Advanced French

This course is designed for students who have a good knowledge of French, but who have limited opportunity to hear and speak it. Oral expression will be emphasized through vocabulary drilling and class discussions. Active class participation is required, and the students are expected to communicate in French only. More complex structures and more extensive vocabulary will be presented.

FREN 140 – French For Business

This class will present different aspects of French business life. Some of the topics covered will be banking, advertising, commerce, import-export etc. Additional emphasis will be put on business correspondence, as well as on vocabulary.

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Sample Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1 (June 3-9)	9.30 – 12 Class	9.30 – 12 Class	9.30 – 12 Class	9.30 – 12 Class	Free	Paris (Centre Pompidou, Musée d'Orsay)	
	1- 2.30 French	1- 2.30 French	1- 2.30 French	Visit			
	Jeu de Piste Lyon	Musée des Beaux Arts					
	Welcome dinner		Option : concert Fourvière				
Week 2 (June 10-16)	9.30 – 12 Class	9.30 – 12 Class	9.30 – 12 Class	9.30 – 12 Class	Free	Students' own visits (Option: Trip to Annecy)	
	Maison de Canuts	1- 2.30 French	1- 2.30 French				
		Activity	Apéro				
Week 3 (June 17-23)	9.30 – 12 Class	9.30 – 12 Class	9.30 – 12 Class	9.30 – 12 Class	Free	Provence	
	Musée d'Art contemporain	1- 2.30 French	1- 2.30 French	Option : balade, Monts de lyonnais	Fête de La Musique		
		Option : Calacas – Zingaro	Apéro				
Week 4 (June 24-29)	9.30 – 12 Class	9.30 – 12 Class	9.30 – 12 Class	9.30 – 12 Class	Free	Students' own visits (Options: Jazz à Vienne, visite Beaujolais)	
	Picnic : Tête d'or	1- 2.30 French	1- 2.30 French				
		Option: opéra (Carmen)	Leaving Party				