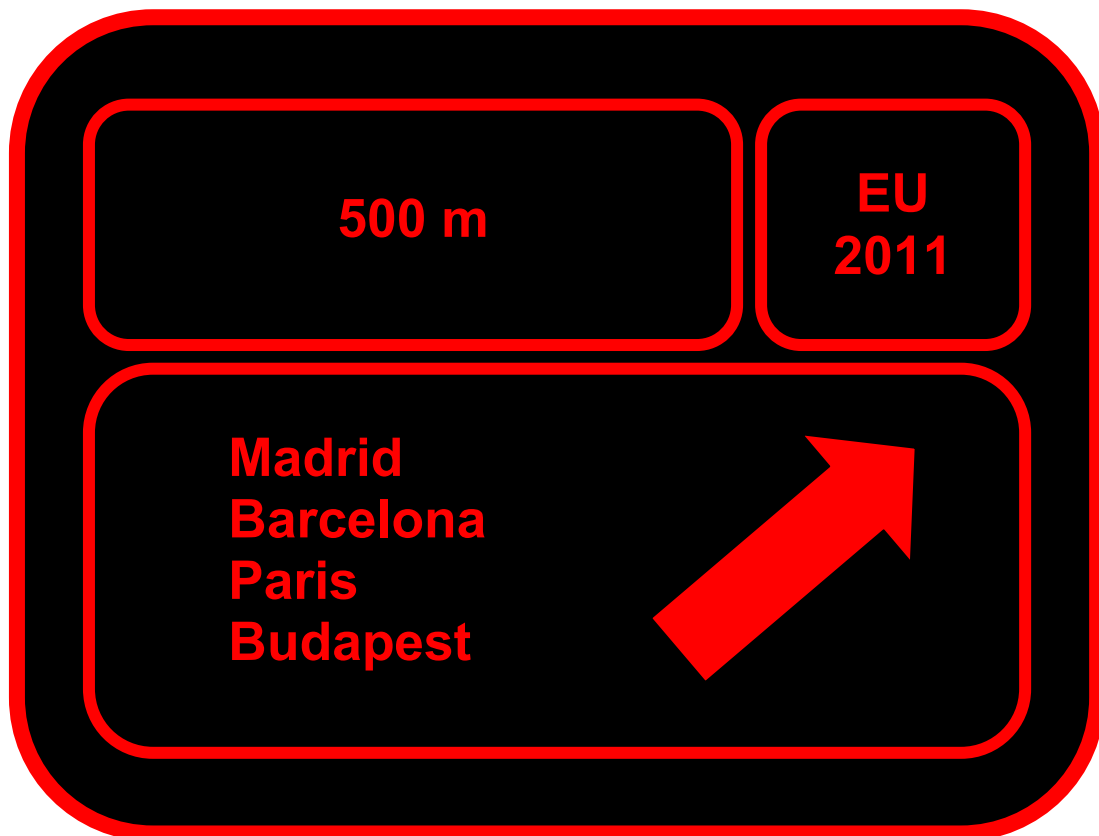


2011 EUROSUMMER SESSION

4th – 29th July 2011

Madrid – Barcelona – Paris – Budapest



*The way to a **learning** European summer*

GENERAL OVERVIEW

EAE Business School and Groupe ESSCA École de Management organize the 2011 edition of the Eurosummer Session for college and university juniors, seniors and recent graduates, over four weeks in four of the most diverse and exciting cities in Europe, spending one week in Madrid, one in Barcelona, one in Paris and one in Budapest.



The 2011 Eurosummer Session consists of a series of lectures focused on today's subjects of business management and strategy in some of the most important sectors of industry and economic activities giving the participants a deep and European insight of today's global challenges.

These lectures, taught by a mix of relevant industry practitioners and University professors, are combined with guided visits to important international companies based in Spain, France and Hungary.

Cultural and social activities are also part of the 2011 Eurosummer Session to give the participants a taste of the cultural diversity in each and every one of the cities and countries where the 2011 Eurosummer Session takes place.



EUROPE

THE LECTURES¹

Some of the lectures that will be given in the different locations are:

International banking in a financial crisis context	Madrid
Telefonica Movistar case study. The success of a Spanish multinational corporation	Madrid
The importance of protocol and etiquette in Business. Crossing cultures in business	Madrid
Sustainability and CSR in big corporations agenda	Madrid
Family owned businesses in Spain	Barcelona
Destination Branding: creating the unique destination proposition	Barcelona
New challenges for traditional industries today: the wine.	Barcelona
Social Entrepreneurship	Barcelona
The French film industry in a cultural and commercial context	Paris
Transportation of specialised goods: The case of St Gobain (Glass industry)	Paris
Disneyland Paris: Marketing and Communication	Paris
French Automotive Industry - Adapting to future challenges	Paris
Innovations in Medicine for the Twenty first Century – Medical Imaging Technologies: the business and the players	Paris
Inward investment into CEE countries: The development of the Automotive industry in Győr, NW Hungary - The case of Audi.	Budapest
Development of a value-added knowledge based economy: The Pharmaceutical Industry in Hungary taking Sanofi-Aventis as an example	Budapest
Development of Hungary as the logistics hub in Central and Eastern Europe (CEE)	Budapest
Eurozone: development, inherent and current problems	Budapest

THE COMPANIES²

As an illustration of most of the lectures, the participants will enjoy guided visits to the following companies:



¹ Changes may occur but the subjects will be always respected.

² Changes may occur, but all companies to visit will be related to the lectures.

THE CULTURE³

Some cultural, social and touristic visits are included in the 2011 Eurosummer Session:

Walking tour around plaza mayor and Tapas dinner	Madrid
Guided visit to Madrid Royal palace and Cathedral and tour in the old city	Madrid
Guided tour and visit of Toledo	Madrid
Dinner and Flamenco show	Madrid
Walking tour around Barri Gòtic, cathedral and old town and dinner.	Barcelona
Guided tour to Salvador Dalí's places	Barcelona
Farewell dinner at Old Harbour/Barceloneta	Barcelona
Welcome Dinner	Paris
Cinémathèque Française (Cinema and Film Museum)	Paris
Walking tour of Montmartre	Paris
Visit to the Chateau of Versailles and gardens	Paris
Farewell Dinner	Paris
Welcome Dinner	Budapest
Guided bus tour by Budapest (Castle district, Heroes Square, Chain Bridge)	Budapest
Visit to the Budapest Central Market Hall	Budapest
Guided excursion to the Danube Bend visiting Szentendre, Visegrád and Esztergom	Budapest
Farewell dinner	Budapest



³ Changes may occur, but the number of cultural visits will be kept.

THE ORGANIZERS



ANGERS - PARIS - BUDAPEST - SHANGHAI

Founded in 1909, **ESSCA** offers highly reputed degree programmes in English and French at various locations; in France (Angers, Paris), in Hungary, (Budapest, since 1993) and in China (Shanghai, since 2007). Graduates of ESSCA are awarded a 'Grande École' Master level Diploma recognized by the French State and the prestigious 'Conférence des Grandes Écoles'.

Approximately 2,400 students are enrolled at the different locations.



EAE Business School

EAE Business School was founded in 1958 in response to the needs arising from the dramatic growth of the industrial and service sectors.

With more than 50 years experience in executive and business education EAE is today an international Business School that has provided training for more than 56,000 executives and managers. Every year students from more than 45 nationalities gain professional qualification at EAE to hold positions of responsibility within the business world.

Since January 2007 EAE is part of Grupo Planeta -world leader in generation and publishing of management contents- that promotes its business higher education project. Our links with Grupo Planeta highlight EAE sound experience and place us in a privileged position among the Spanish and International business schools.



MAIN FACTS

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WHAT

- 4 weeks summer programme
- Multisite programme
- Focused on today's concerns in management and strategies.
- A European programme.
- Organized by two prestigious Institutions

WHO

- College and University last years students
- Recent graduates
- Young professionals.

WHY

- To discover European diversity
- To build an international network with participants from all over the world
- To know in place the reality and challenges of the European corporate world.

WHEN

- Four weeks
- From 4 to 29 July 2011

WHERE

- Week 1 MADRID
- Week 2 BARCELONA
- Week 3 PARIS
- Week 4 BUDAPEST

HOW

- Mix faculty/practitioners
- Lectures illustrated with visits to related companies
- Cultural visits
- Social activities

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FEES

PARTICIPANTS	FEES
REGULAR FEES <ul style="list-style-type: none">• General participants	2.800 €
SPECIAL FEES <ul style="list-style-type: none">• Participants from EAE Business School's partner Institutions (students, alumni, professors and staff)• Participants from ESSCA's partner Institutions (students, alumni, professors and staff)• Participants from EAE Business School (students, alumni, professors and staff)• Participants from ESSCA (students, alumni, professors and staff)	2.500 €

FEES INCLUDE:

- Lectures in Madrid, Barcelona, Paris and Budapest
- Course materials
- Visit to companies
- Guided cultural visits
- 1 Welcome dinner per city
- 1 farewell dinner per city
- Co-ordination and administration of the programme
- Final Certificate by EAE Business School and ESSCA

FEES DO NOT INCLUDE⁴ :

- Transportation to/from Madrid, Barcelona Paris and/or Budapest.
- Transportation between the 4 programme cities
- Accommodation
- Meals
- Health and/or travel insurance

⁴ Both EAE Business School and ESSCA teams will be glad to help all participants with travel, accommodation and other issues,