



INTERNATIONAL
UNIVERSITY
OF MONACO

SUMMER SCHOOL PROGRAM

INTERNATIONAL CHALLENGES & MULTICULTURAL MANAGEMENT | EVENT & ENTERTAINMENT MANAGEMENT
INTERNATIONAL MARKETING & PREMIUM SERVICES | INVESTING IN THE 21ST CENTURY



Monaco

Situated where the French and Italian Rivas meet, Monaco is in a truly exceptional geographical location. World renowned as a center of business excellence, it has been at the heart of history, arts and culture for over 700 years.

The Principality of Monaco is famous for its diverse international population with more than 120 nationalities represented.

It provides the ideal backdrop for students to learn and grow in a truly multicultural environment, inside and outside the classroom.

The faculty body reflects the diversity of IUM with permanent faculty drawn from many different countries. Visiting faculty further enhance this multicultural and multilingual mix. IUM's team of highly qualified professors adopt a hands-on learning approach and encourage all participants.

The Summer School allows participants to engage in an exciting and challenging program of learning while at the same time taking advantage of all that Monaco has to offer. Indeed, summer is one of the best periods to discover the sovereign State of Monaco and its luxury ambiance.

The **safest**
country
in the world

Cultural & sporting events
which put Monaco
apart with the
world's major cities

300 days
of sunshine
a year

120
nationalities
offering an "open
window" to the world



The Summer School is designed for college/university students willing to broaden their international perspective by discovering new cultures and environments.

Summer School



SESSION 1

International Challenges & Multicultural Management

June 4th - June 15th, 2018

2 weeks, 3 US-credits

- Introduction to International Business & Strategic Thinking
- Sales Component in International Business
- Multicultural Challenges



SESSION 2

Event & Entertainment Management

June 18th - June 29th, 2018

2 weeks, 3 US-credits

- Event Management
- Entertainment Industry
- A Practical Approach



SESSION 3

International Marketing & Premium Services

July 2nd - July 13th, 2018

2 weeks, 3 US-credits

- Brand Management
- Luxury Marketing
- Consumers Premium Requirements
- Specific Premium Services



SESSION 4

Investing in the 21st Century

July 2nd - July 13th, 2018

2 weeks, 3 US-credits

- Principles of Investing
- Introduction to Wealth & Asset Management
- What Makes a Great Investor

Session 1

International Challenges & Multicultural Management



The course provides an introduction to the theory and practice of business in an international environment. It focuses on challenges faced by businesses at the international and management level as well as opportunities associated with organizational management and business.

INTRODUCTION TO INTERNATIONAL BUSINESS & STRATEGIC THINKING

The course provides an introduction to the theory and practice of modern business in a global environment and equips students with the basic tools for developing their strategic thinking. It introduces the fundamental concepts of management, the various functions of marketing, as well as human resource management. The course enables students to analyse and understand how these elements relate and impact on the external environment of business and economics, including their international components.

June 4th
-
June 15th, 2018
3 US Credits
Optional French
language course

SALES COMPONENT IN INTERNATIONAL BUSINESS

Selling has always been a major part of International Business. The course is designed to provide students with the main skills of professional selling, sales management and the negotiation process, namely at the international level in a B2B environment. The international aspect of selling and negotiating will be addressed as well as the cultural component of the communication process between buyers and sellers.



MULTICULTURAL CHALLENGES

The course focuses on the international challenges, intercultural management challenges and opportunities associated with organizational management and business strategy in the global environment. Students will gain a general overview of the process and effect of internationalization in contemporary business, with detailed emphasis on the aspects of intercultural management: an introduction to theories, concepts and skills relevant to managing effectively in today's global environment and multicultural dimensions.



Session 2

Event & Entertainment Management



With more than 300 hundreds of events per year, the Principality of Monaco proves to be one of the favorite places to organize international events between the French and Italian Riviera. Take your first step into event management to learn how to manage a personal or professional event.

EVENT MANAGEMENT

The course approaches the way professional event managers design and prepare an international event. It equips students with the skills to organize different kinds of events. From the project's design itself, to the implementation of very specific actions, through team management, each step is analyzed to provide a flawless preparation of the perfect event.

An event involves the coordination of different professionals, and in order to gain entry to an exciting events management career, students discover the show business from the business management perspective to the creative elements (performers, music, art...).

June 18th
-
June 29th, 2018

3 US Credits

Optional French
language course

ENTERTAINMENT INDUSTRY

This section introduces students to the film and music industries, businesses that generate a multibillion dollars annual turnover, but also face the challenges brought in by the digital era. The module covers all the steps from the conception of a film to its exposure and use in various contexts, including video games and commercials, and illustrates the role of the producer in this process. For the music industry, the module describes who does what to release a song, an album or to perform live. It also explains how the music industry is ruled and the legal aspects involved in the organization of an event.

A PRACTICAL APPROACH

The event management course is designed to help students to explore the international event industry. The course focuses on practical training to help students conceive and organize all aspects of indoor and outdoor events. It covers strategic project management and planning from marketing and communication, to sponsoring and budgeting. Students work across all kinds of international events including corporate social events, internal and external events, art exhibitions, sports competitions, conferences, charity events, weddings, press conferences...

Learning by practice is part of this summer session. Students will have to conceive their own or group microprojects, in the state-of-the-art reality of the business industry.



Session 3

International Marketing & Premium Services

In this course students will become familiar with the key concepts and activities related to international marketing and premium services. Communication skills are enhanced through a consideration of the techniques of marketing, and students are introduced to the particularities of the luxury sector in France, and to the role of Monaco in this area.



BRAND MANAGEMENT

A strong brand is the most important tool for any company in both product or service sectors in order to be profitable and last for a long period of time. But building a strong brand is not an easy task as the competition to attract consumers' attention and preference is absolutely ferocious. This course illustrates the main steps of building a powerful brand. It starts from identifying the customers and their needs, trying to meet those needs and ensuring satisfaction, which may affect their post-purchase behavior and loyalty. Accordingly, in order to attain business success, it is important that managers understand consumer behavior and what, when, why, where and how consumers choose products and services.

LUXURY MARKETING

This course gives students the opportunity to reassess their understanding of marketing of luxury goods and services by discussing the merit of all the major tools of the marketing mix, emphasizing the P of PEOPLE.

During the course students will be able to measure their ideas and approach during workshops and case studies.

The course objective is to gain marketing insight and experience by applying marketing concepts to the luxury sector.

July 2nd
-
July 13th, 2018

3 US Credits

Optional French
language course

CONSUMERS PREMIUM REQUIREMENTS

The luxury industry has experienced strong annual growth over the last two decades and continues to do so. High-income worldwide consumers are now searching for unique and memorable service experiences, either in the hospitality sector (leisure or business) or in their daily life (services) providing them high-end well-being and unrivalled personal status. As a result, luxury industries and brands are shifting their marketing strategies to reach this new audience, giving rise to innovative concepts, strongly supported by new digital technologies. This course focuses on the increasingly complex behavior of luxury goods consumers and their premium requirements, new marketing responses from traditional luxury brands and the fast-increasing value-added service industry.

SPECIFIC PREMIUM SERVICES

This section will focus on the luxury sector at the international level with special attention to real estate, the Chinese luxury sector, the Indian gem & jewellery industry global environment, and the yachting industry, and will highlight some fresh marketing tools enabling yachting companies to meet new clientèle's premium requirements.



Session 4

Investing in the 21st Century

The course “Investing in the 21st Century” allows students to discover what it means to invest in today’s environment, including the fundamentals underpinning investment strategies and some of the best practices in asset management. Furthermore the course provides a perspective on some of the latest trends in data analysis and ethical considerations that are shaping the future of the investment industry.

PRINCIPLES OF INVESTING

Principles of investing focuses on the fundamental building blocks essential to all investment strategies. Those elements are then put into perspective through an exposure to credit instruments and markets as well as to an investigation of equity valuation methods and market dynamics considerations.

INTRODUCTION TO WEALTH MANAGEMENT & ASSET MANAGEMENT

This course presents the characteristics of financial asset management, the specificities of its clients, services and players (Private Banking, Family office, Asset management companies, Fund manager). It then focuses on Monaco financial center, the key figures, the services and products offered, the typology of its clients and its habits as well as certain specificities of the place and its future. In addition, the course gives an overview of the regulations affecting the financial sector, the impact they may have on the activities performed and the way their application is supervised.

July 2nd
-
July 13th, 2018

3 US Credits

Optional French
language course

WHAT MAKES A GREAT INVESTOR

To answer the question «What makes a great investor?», we first have to understand what investors do, their objectives and their activities. There are many elements to the investment process, and many functions and roles, among them are the analysts. We will explain what (great) analysts do and how investment research analysis is developed around an investment thesis.

To deepen the topics studied in the courses students will have the opportunity to listen to and discuss with guest speakers from Monaco business environment. They will illustrate a variety of themes and bring to life the theory learned in class through their insights, personal experience and real-world examples.



Activities

TEAM BUILDING



Students come from all over the planet to follow the International University of Monaco summer school, and socializing activities are organized from the beginning to help them connect more rapidly with Monaco's student life. More importantly these activities include soft skills development, leadership, organizational skills, public speaking...



COMPANY VISITS

Each session includes a company visit. The bridge between academic theory and business practice is crucial for IUM pedagogy and teaching philosophy. Monaco and the French Riviera is an ideal business hub, making a company visit in the covered sector highly interesting.



SUMMER SCHOOL FIELD TRIPS

During the week-end, students will have the opportunity to participate in a field trip organized by IUM to discover an exceptional location with the guidance of IUM faculty. Students will see unforgettable landscapes and cities. For sure, one of the best moments of the Summer School!



[Saint Tropez](#)

DISCOVER THE FRENCH RIVIERA

Located between the French and the Italian Riviervas the Principality of Monaco is the perfect departure point to visit renown locations along the coast, from St Tropez to Cannes, Nice or San Remo. Transportation is easy, distances are short, and plenty of activities available.



[Nice](#)

Practical Information

ARRIVAL

From Nice Airport, students can easily reach Monaco in about 30-45 minutes.

- Taxi: about 80€
- Train TER: about 4€
- Bus: about 22€

ACCOMODATION

The University helps students in their research of the perfect accomodation during the Summer School. IUM staff will provide detailed information to find accomodation at negotiated preferential rates.

Contact: summerprograms@monaco.edu

VISA

Depending on their nationality, students may need to request a Visa. Citizens from the European Economic Area (EEA) or Switzerland do not need a visa to study in Monaco. Citizens **not** from the European Economic Area (EEA) or Switzerland must apply for a Tourist Visa at the Embassy of France in their country.





French Language

The Summer School in Monaco offers a wide range of French learning activities. Students can learn French in a beautiful, sunny environment with professional teachers and well trained native speakers.

IUM teaching approach is based on the most modern methods. In addition to learning the language, students also get to know the French life style and become familiar with French culture, fashion and customs, including world wide famous gastronomy and literature.

Application & Fees

APPLICATION REQUIREMENTS

- Online Application Form filled and signed
- High School Diploma
- 2 ID Pictures
- Copy of ID



Application form available on:
www.monaco.edu

Application Deadlines

First Session: May 31st, 2018

Second Session: June 11th, 2018

Third & Fourth Sessions: June 29th, 2018

Fees

For 1 Session: 1.250 €

For 2 Sessions: 2.250 €

For 3 Sessions: 3.250 €

International
**UNIVERSITY
OF MONACO**

GROUPE INSEEC

www.monaco.edu

International
**UNIVERSITY
OF MONACO**

GROUPE INSEEC

+377.97.986.986



2, avenue Albert II
MC 98000 Monte-Carlo
Principality of Monaco

Tel: +377.97.986.996

For any further information, please contact Diana Chattahy

 +377.97.985.721

 summerprograms@monaco.edu



Application form available on:
www.monaco.edu

 [UniversityOfMonaco](https://www.facebook.com/UniversityOfMonaco)

 [@IUM_monaco](https://twitter.com/IUM_monaco)

 [ium-monaco](https://www.snapchat.com/add/ium-monaco)

 [university_of_monaco](https://www.instagram.com/university_of_monaco)



**INTERNATIONAL
UNIVERSITY
OF MONACO**

The International University of Monaco

is a partner of the INSEEC Group, one of the largest French educational institutions with campuses in Paris, Bordeaux, Lyon, Chambéry, London, Monaco, Geneva, Chicago, Shanghai and San Francisco