



# Groupe INSEEC London

## BUSINESS & LANGUAGE

### SUMMER SESSION

August 4<sup>th</sup> – 29<sup>th</sup>, 2014



## BUSINESS & LANGUAGE SUMMER SESSION IN THE HEART OF LONDON

Come study in the truly global city of London to give your future career a boost for today's job market, where language skills, cultural literacy, and an international perspective on business practices are essential assets.

London is clearly the ideal location to gain insight and perspective on Europe and the world. It is undeniably a major financial centre for international business and commerce, and it is one of three command centers for the global economy. London also offers one of the world's finest cultural centers, with over 200 museums (twice as many as Paris or New York), many of them free to visit, not to mention the vibrant social scene to be found here.

This innovative program aims to provide the best combination of Business, Language, and Culture, in a very engaging in-class experience, as well as through extensive exposure to the city of London, with its impressive cultural and corporate resources. It takes place in the INSEEC London School, ideally located between Regent's and Hyde Parks, in the heart of Marylebone Village.

### BUSINESS & LANGUAGE SUMMER SESSION AT A GLANCE

- 4 weeks
- 80 contact hours
- Company visits, field trips & projects
- Guest lectures, CV writing seminar & walking tours



## **BUSINESS & LANGUAGE in LONDON**

### **SUMMER SESSION PROGRAMME**

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Each week, you will have 20 hours of classes. Six hours of British Business Perspectives, six hours of Only in London Seminars, and eight hours of Intensive Integrated English.

The British Business Perspectives and Only in London Seminars, delivered by expert practitioners, will introduce a new theme each week. These modules will ensure that you have a varied and engaging learning experience.

You will also benefit from a solid foundation of English language instruction, as outlined below, throughout the four weeks.

#### **British Business Perspectives** *6 hours per week*

- Job Hunting for International Careers
- Entrepreneurship in the UK
- Corporate Leveraging of Social Media
- How the City Works

#### **Only in London Seminars** *6 hours per week*

- Young Artists & Street Art in London
- Public Speaking, British Style
- Shakespeare's Theatre
- British Spirits: History, Production, Tasting

#### **Intensive Integrated English** *8 hours per week*

This class demands intense use of the five language skills in an integrated manner: listening, speaking, reading, writing, and culture. It is a content-driven curriculum that integrates communication, cognition, and culture to stimulate the learning process. Both traditional language skills and cultural literacy skills are enhanced through challenging cognitive and communicative tasks. Subjects covered include a thorough study and discussion of current events.

A strong emphasis is put on student interaction within the class, with continuous assessment being conducted throughout the session.



## SOME OF OUR FACULTY

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**Iris LAMPRECHT** is passionate about all things media. After finishing her MA in Media Studies and Public Relations at the University of Vienna she went on to work in the film industry in New Zealand on local as well as Hollywood productions. In 2007 she started working as a Social Media Consultant. Combining her enthusiasm for both communication and film she initiated the development of filmtiki, a company that develops communication strategies for clients. Her vision, and her creative approach to utilising media make her a sought after speaker and project leader.

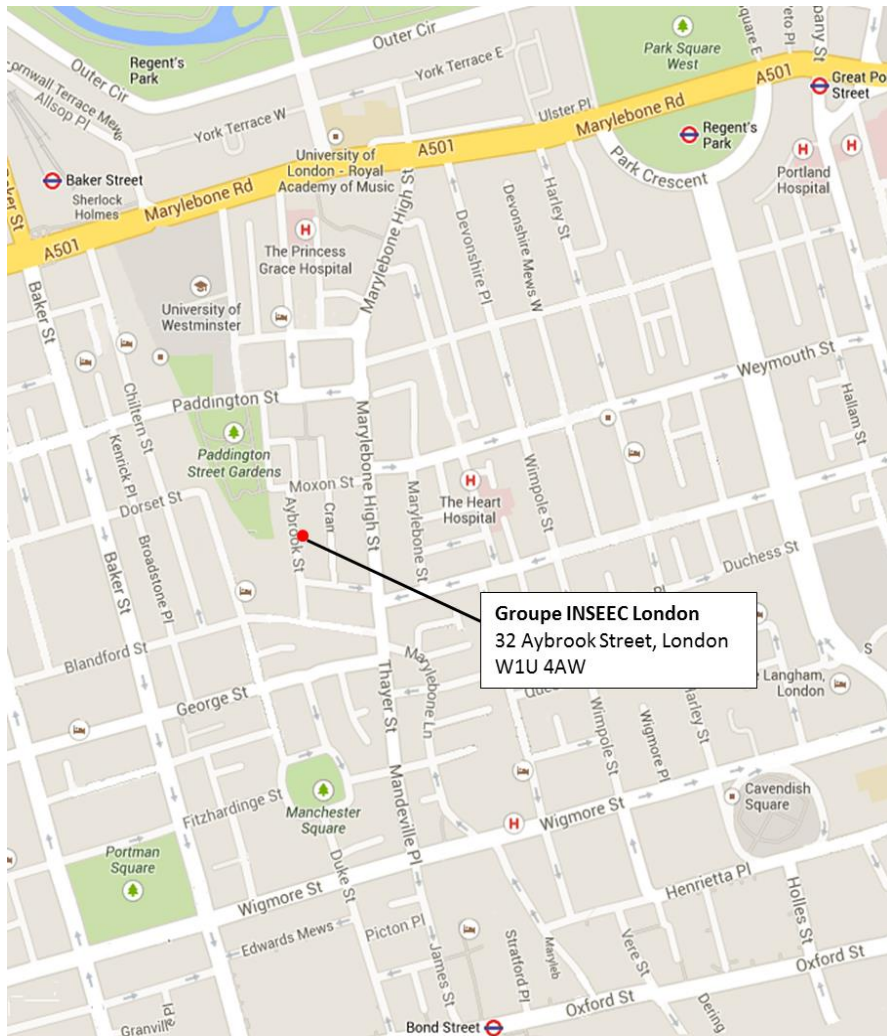
**Max JENVEY** cut his teeth in marketing at McDonald's Restaurants, spearheading their first-ever cross channel marketing campaign for any quick service restaurants in the UK. Driving revenue through innovation, Max's team integrated various promotional vehicles to the benefit of footfall and incremental sales. Since then, Jenvey started up Oxygen Marketing Partnership Ltd, a boutique marketing management and business accelerator agency, delivering successful revenue growth through innovative marketing solutions for clients ranging from Nestlé UK, ExxonMobil, and the Brakes Group, among others.

**Edward CHARLES** had a long career in Corporate and Investment banking working for Barclays Bank, J.P.Morgan Chase, Union Bank of Switzerland and Commerzbank in London, New York and Zurich over a 40 year period before becoming a visiting lecturer at INSEEC. His specialities are Global Banking & Finance, Risk Management, Investment Appraisal & Analysis and the workings of the City of London. He is also a visiting lecturer at the European College for Business and Management and London Metropolitan University.

**Dinis GUARDA** is founder/CEO of Ztadium.com, which publishes IntelligentHQ.com, financial-i.com, socialmediacouncil.eu. He also founded tradingfloor.com, chinese.tradingfloor.com (Saxo Bank) and manages Euroinvestor.com and ForexInvestor.com. Dinis manages and consults for numerous marketing, communications, web, and publishing organisations/companies including: UN, Reuters, MasterCard, P&G, Philips, OANDA, Vodafone, and Nike. He has lectured on Business Strategies and Social Media Marketing at Copenhagen Business School, and has worked with David Bowie, Patti Smith, Depeche Mode, Michel Gondry, and many others on publishing projects.







## How to find us

INSEEC London is ideally located in the Marylebone High Street area between Regent's Park and Oxford Street in central London. The closest tube station is Baker Street.

## Fees: 980 €

Fees include:

- 80 contact hours
- Guest Lectures & CV Writing
- Walking Tour and Visits
- IT & Printing facilities

*Fees do not include accommodation costs.*

## Summer housing

London offers many options: flat sharing, hostels, student residences and host families. Further information will be provided by the INSEEC London team during the registration process.

## Registration:

<b>Bordeaux:</b>	Amandine Laroche	<a href="mailto:alaroche@insec.com">alaroche@insec.com</a>
<b>Lyon:</b>	Emmanuelle Ambrosino	<a href="mailto:eambrosino@insec.com">eambrosino@insec.com</a>
<b>Paris:</b>	Anne Vangramberen	<a href="mailto:avangramberen@insec.com">avangramberen@insec.com</a>

For information or assistance, contact our London campus: [london@insec.com](mailto:london@insec.com)

And come see what's happening on campus:



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