



EUROPEAN WEEK

13 – 17 APRIL 2015
LYON - BORDEAUX



INVITATION

Dear Partner, Dear Colleague, Dear Academic,

Since 2008 ECE - Ecole de Commerce Européenne – INSEEC (recently renamed into BBA INSEEC Ecole de Commerce Européenne) is organizing a traditional European Week for its students in International Business. The main purpose is to strengthen fruitful collaboration with Partner Universities, to motivate students and to give them a flavor for studying abroad.

We herewith would like to invite you to the 8th European Week, **from April 13 to 17, 2015** at our campuses in Lyon and Bordeaux, France.

We would like to run this week for European Partners under the Erasmus+ conditions for teaching and/or staff mobility. In case there is no Erasmus agreement between our institutions covering teacher mobility yet, we would care for extending existing agreements or set up new ones. For non-EU Partners, financial issues will have to be fixed bilaterally. We are planning to host about 20 guest lecturers.

Detailed information about the event as well as location, contact persons can be found in the preliminary programme. Guest lecturers are invited to visit both campuses (transfer from Lyon to Bordeaux by plane will be assured by our services) but mobility only for one campus is also proposed as follows:

Participation Lyon – Bordeaux campuses	13 – 17 April 2015
Participation Lyon campus only	13 – 15 April 2015
Participation Bordeaux campus only	15 – 17 April 2015

For guest academics travelling on Erasmus funding, in order to meet the required eight teaching hours we recommend to stay a minimum of three days and to give lectures on a mutually agreed topic(s) (see Selection of topics attached). Two academic working formats could be considered:

- Presentation(s) up to 45 min including time for discussion with students given to different groups
- Academic module (3h) including a short evaluation to be discussed once a topic is chosen

In addition to the lectures, opportunities to socialize with BBA INSEEC administrative and academic staff and among each other, as well as discuss partner collaboration are also in programme. Catering and Social Activities being offered during this week, guest lectures are expected to cover their travel, accommodation and daily allowance expenses.

To register, please fill out the application form enclosed and send it back with your CV via e-mail by **February 20, 2015** to Marianne TARDY at mtardy@inseec.com.

We are looking forward to welcome you at BBA INSEEC Lyon – Bordeaux next April.

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