



**EUROPEAN**

**BBA INSEEC LYON / BORDEAUX 13 - 17 APRIL 2015**

**WEEK**



## TABLE OF CONTENTS

### EUROPEAN WEEK PROGRAMME

#### TRAVELLING TO BORDEAUX

- Flight Transfer information
- Accommodation
- Catering

#### LYON CAMPUS PROGRAMME ACTIVITIES

- Helpful maps (hotels, restaurants, metro)

#### BORDEAUX CAMPUS PROGRAMME ACTIVITIES

- Helpful maps (hotels, restaurants)

#### LIST OF PARTICIPANTS

#### ACADEMIC SEMINARS SCHEDULE

- Lyon campus
- Bordeaux campus

#### GUEST PROFESSORS

#### YOUR CONTACTS

## EUROPEAN WEEK PROGRAMME

Expected arrival to Lyon: Sunday April 12<sup>th</sup> / Free time

### **MONDAY, APRIL 13<sup>th</sup> – Lyon campus**

- 8:30 Welcome Reception/breakfast at BBA INSEEC Lyon campus, 22 rue Royale Lyon 69001
- 9:00 – 12:30 Lectures
- 12:30 – 14:00 Lunch
- 13:30 – 17:00 Lectures / Meeting(s) or Workshop(s)
- 18:00 Social Networking / Dinner

### **TUESDAY, APRIL 14<sup>th</sup> – Lyon campus**

- 9:00 – 12:30 Lectures
- 12:30 – 14:00 Lunch
- 13:30 – 17:00 Lectures / Meeting(s) or Workshop(s)
- 19:30 Social Networking / Dinner

### **WEDNESDAY, APRIL 15<sup>th</sup> – Transfer from Lyon to Bordeaux**

- 13:00 – 17:00 Meeting & Transfer to the Airport St Exupery / Flight to Bordeaux
- 17:00 – 18:00 Transfer from the airport to hotel(s)
- 19:30 Welcome meeting at BBA INSEEC Bordeaux campus, 26 rue RAZE Bordeaux 33000
- Social Networking / Dinner

### **THURSDAY, APRIL 16<sup>th</sup> – Bordeaux campus**

- 9:00 – 12:30 Lectures
- 12:30 – 14:00 Lunch / Erasmus Culinary Fair
- 14:00 – 17:30 Lectures / Meeting(s)
- 19:00 Social Networking / Dinner

### **FRIDAY, APRIL 17<sup>th</sup> – Bordeaux campus**

- 9:00 – 12:30 Lectures / BELCO Meeting
- 12:30 – 14:00 Lunch
- 14:00 – 17:30 Lectures / Meeting(s) on individual request
- Closing Reception

Expected departure from Bordeaux: Saturday April 18<sup>th</sup>

Programme timings for social activities are subject of further confirmation.  
Final update: [April 7<sup>th</sup> - 9<sup>th</sup>](#).



## TRAVELLING TO BORDEAUX

### ↳ TRANSFER FROM LYON TO BORDEAUX – LUGGAGE/ AIRPORT PICK-UP

Please be advised that a flight transfer from Lyon to Bordeaux campus is assured by our services on **Wednesday April 15<sup>th</sup>**.

Flight details: **EASY JET - EZY4305 / Time: 15:50 – 17:00**

To go to the airport taxi(s) will wait for you at the meeting point: 19, Place Tolozan, **at 13:00** (ref. Helpful maps).

Upon your arrival in Bordeaux, a bus will take the group from the airport to the center of Bordeaux. The bus ride takes roughly 45 min depending on traffic. The official itinerary will cover the several destinations (stops) below allowing you to reach the following hotel(s):

- Place Gambetta : *Hotel de France / Hotel de la presse / Quality Hotel etc.*
- Cours de Médoc : *Hotel Mercure Château Chartrons etc.*
- Cité Mondale : *Ecolodge Chartrons / Avant-scène Hotel etc.*

For extra hotels stops, please let us know your hotel address in Bordeaux **no later than April 7<sup>th</sup>**.  
*If you don't follow the official itinerary with the group or arrive on another day or use another way of transfer (bus, car), please arrange your own transfer/arrival.*

We remind you that the free baggage allowance is 20 kg for checked in luggage for all flights. Should you carry out extra luggage, please check with the EASY JET airline in advance. We do strongly recommend to check in EASY JET airline luggage requirements/conditions to be met (dimensions, weight etc.): <http://www.easyjet.com/en> (Flights/ Travel info / Your travel / Baggage).

### ↳ ACCOMMODATION

We invite you to arrange your own accommodation since we do not have on-campus halls of residence. Information on hotels is provided in Accommodation facilities guide per campus.

We do invite you to provide us with your hotel addresses details in Lyon and Bordeaux **no later than April 7<sup>th</sup>**.

### ↳ FOOD / CATERING

Lunch is served at each campus only the day(s) of your lecture(s)/workshop(s).  
Dinners are organized as a part of social activities in the evening (only for Guest Professors).  
For special food preferences/allergies, please contact your BBA INSEEC contact(s) per campus.

### ↳ CAMPUS FACILITIES / PRINTING MATERIALS

To guarantee better conditions for your teaching, please be advised classrooms at BBA INSEEC are equipped with Wi-Fi, video projector. Wi-Fi Codes **will be communicated upon your arrival to each campus**.  
The following supports can be arranged on request: laptop, Mac adaptor, paper board and beamer/speaker.

For printing teaching supports/copies, please send your files **the week before your classes start** to your contact(s) on each campus.

## LYON CAMPUS PROGRAMME INFORMATION

### ↘ ACADEMIC SEMINARS DETAILS

All lectures will take place at **22 rue Royale - 69001 Lyon** (ref. Helpful maps)

Seminars are planned according to two time slots:

- in the morning from 9:00 to 12:30
- in the afternoon from 13:30 to 17:00

**Each seminar must be followed by students' assessment during the last 30 minutes as previously discussed with International Relations Office.**

Assessment materials as well as students list(s) are handed to the Lecturers the day of their classes.

Please send your assessment test to [adedieu@inseec.com](mailto:adedieu@inseec.com) **no later than April 7<sup>th</sup>.**

### ↘ SOCIAL ACTIVITIES DETAILS

#### MONDAY, APRIL 13<sup>th</sup> – Lyon campus

- Social Networking  
Walk tour around Lyon center  
18:00 Dinner "**Cavavin**", 6 quai Fulchiron - 69005  
Website: <http://www.cavavin.fr/>



#### TUESDAY, APRIL 14<sup>th</sup> – Lyon campus

- 19:30 Social Networking – Dinner on boat "**Hermes**", 16 quai Claude Bernard - 69007  
Website: <http://www.lyoncityboat.com/>

#### WEDNESDAY, APRIL 15<sup>th</sup> – Transfer from Lyon to Bordeaux

- 13:00 – 17:00 Meeting point: 19, place Tolozan – 69001 Lyon (close to BBA INSEEC)  
Transfer to the Lyon St Exupery Airport  
15:50 – 17:00 Flight to Bordeaux (EZY4305)

*Information details on meeting points for social activities are to be confirmed.*

## BORDEAUX CAMPUS PROGRAMME INFORMATION

### ↘ ACADEMIC SEMINARS DETAILS

All lectures will take place at **26 rue Raze – 33000 Bordeaux** (ref. Helpful maps)

Seminars are planned according to two time slots:

- in the morning from 9:00 to 12:30
- in the afternoon from 14:00 to 17:30

**Each seminar must be followed by students' assessment during the last 30 minutes as previously discussed with International Relations Office.**

Assessment materials as well as students list(s) are handed to the Lecturers the day of their classes.

Please send your assessment test to [adedieu@inseec.com](mailto:adedieu@inseec.com) no later than April 7<sup>th</sup>.

### ↘ SOCIAL ACTIVITIES DETAILS

WEDNESDAY, APRIL 15<sup>th</sup> – Transfer from Lyon to Bordeaux

19:30 Welcome meeting at **BBA INSEEC Bordeaux campus - 26 rue RAZE**

Social Networking / Dinner "**Conserverie**" Wine Bar, 18 rue Notre Dame, Bordeaux  
Website: "La Conserverie"



THURSDAY, APRIL 16<sup>th</sup> – Bordeaux campus

19:00 Social Networking / Cooking workshop & Dinner "**Chez Fred**", 20 place de la Victoire  
Website: Chez Fred



FRIDAY, APRIL 17<sup>th</sup> – Bordeaux campus

17:30 Closing Reception at BBA INSEEC Bordeaux

## LIST OF PARTICIPANTS

| UNIVERSITY   | REPRESENTATIVE              | LYON<br>APRIL 13 - 15 | LYON -<br>BORDEAUX<br>APRIL 13 - 17 | BORDEAUX<br>APRIL 15 - 17 |
|--|-----------------------------|-----------------------|-------------------------------------|---------------------------|
| Brescia University, ITALIA                                   | VENEZIANI Monica            |                       |                                     |                           |
| FH KUFSTEIN, AUSTRIA   | KOHLHOFER Monika            |                       |                                     |                           |
| FH Wien University of Applied Sciences, AUSTRIA              | TRINKL Nina                 |                       |                                     |                           |
| Fontys University of Applied Sciences, THE NETHERLANDS       | CUYPERS Maurice             |                       |                                     |                           |
|  | JACOBS Ben                  |                       |                                     |                           |
| HANZE University of Applied Sciences, THE NETHERLANDS        | RUGERS Lucie                |                       |                                     |                           |
|  | SIEBENECK Jane              |                       |                                     |                           |
|  | BAKKER Diederich            |                       |                                     |                           |
| Hochschule Bremerhaven, GERMANY                              | CZUCHRA Waldemar            |                       |                                     |                           |
| Hochschule Trier, GERMANY                                    | ALTROCK Frank               |                       |                                     |                           |
| HWR Berlin, GERMANY  | DIETZ Beatrix               |                       |                                     |                           |
|  | TOMFORT André               |                       |                                     |                           |
| ISM University of Management and Economics, LITHUANIA        | HUETTINGER Maik             |                       |                                     |                           |
|  | PIKTURNIENE Indre           |                       |                                     |                           |
| Kaunas College, University of Applied Sciences, LITHUANIA    | LEDOUX TCHASSE SIMO Wilfred |                       |                                     |                           |
| Lillebaelt Academy of Professional Higher Education, DENMARK | MENTZ Jacob                 |                       |                                     |                           |
|  | NIELSEN Kent Hother         |                       |                                     |                           |
|  | GIERHAN Charlotte           |                       |                                     |                           |
| Romanian-American University, ROMANIA                        | GHEORGHE Camelia M.         |                       |                                     |                           |
|  | GRIGORE Ramona              |                       |                                     |                           |
| Rotterdam University of Applied Sciences, THE NETHERLANDS    | RAMADHIN Awinaash           |                       |                                     |                           |
|  | WERKEN, Jan P. van de       |                       |                                     |                           |
| SMK University of Applied Social Science Vilnius, LITHUANIA  | VITKEVIČIUS Vladislovas     |                       |                                     |                           |
| Södertörn University, SWEDEN                                 | NILSSON Jan-Eric            |                       |                                     |                           |
|  | SMOLANDER Maria             |                       |                                     |                           |
| Tomas Bata University in Zlín, CZECH REPUBLIC                | KRESSOVÁ Petra              |                       |                                     |                           |
|  | VIRGLEROVÁ Zuzana           |                       |                                     |                           |
| Universidad Francisco de Vitoria, SPAIN                      | PRIETO Fernando             |                       |                                     |                           |
| University of Patras, GREECE                                 | PANAGIOTOPOULOU Eili        |                       |                                     |                           |

## ACADEMIC SEMINARS SCHEDULE

### ↳ LYON CAMPUS

All seminars will take place at: 22 rue Royale - 69001 Lyon  
Seminars are planned according to two time slots:

- in the morning from 9:00 to 12:30
- in the afternoon from 13:30 to 17:00

Coffee breaks are offered in the meeting room: 10h30 & 15h30.

### MONDAY April 13th

| GUEST PROFESSORS                        | SEMINAR   | 9:00 – 12:30 | 13:30 – 17:00 | Level / Study year   |
|---|---|--------------|---------------|----------------------|
| KOHLHOFER, Monika                       | Event management: International Conferences                                     | X            |               | 1 <sup>st</sup> year |
| KRESSOVÁ, Petra                         | Public Speaking – Tips for Speakers   |              | X             | 1 <sup>st</sup> year |
| NIELSEN Kent Hother & GIERHAN Charlotte | Into new markets - a question of money and culture                              | X            |               | 3 <sup>rd</sup> year |
| NILSSON, Jan-Eric                       | To buy or not to buy, the concept of Risk                                       | X            |               | 2 <sup>nd</sup> year |
| MENTZ, Jacob                            | Marketing: Strategic Segmentation   |              | X             | 3 <sup>rd</sup> year |
| PRIETO, Fernando                        | How to use Google Trends for market research                                    | X            |               | 2 <sup>nd</sup> year |
| RAMADHIN, Awinaash                      | Organizational Fraud and Risk management  | X            |               | 3 <sup>rd</sup> year |
| RUGERS, Lucie                           | Intercultural awareness   |              | X             | 2 <sup>nd</sup> year |
| SIEBENECK, Jane                         | Introduction to English business report writing skills                          |              | X             | 1 <sup>st</sup> year |
| TOMFORT, André                          | The Impact of Monetary Policy on Stock Markets                                  | X            |               | 3 <sup>rd</sup> year |
| TRINKL, Nina                            | The Marketing Concept applied to an Austrian company                            |              | X             | 2 <sup>nd</sup> year |
| VENEZIANI, Monica                       | Ferrero brand: the history of Italian chocolate through financial analysis eyes |              | X             | 1 <sup>st</sup> year |
| VIRGLEROVÁ, Zuzana                      | Business environment of SMEs in Eastern Europe (applied to Czech Republic)      | X            |               | 2 <sup>nd</sup> year |
| VITKEVIČIUS, Vladislovas                | Cross border civil and commercial dispute within EU                             | X            |               | 1 <sup>st</sup> year |
| WERKEN, Jan P. van de                   | The Netherlands: a tax haven?   | X            |               | 3 <sup>rd</sup> year |



TUESDAY April 14th

| GUEST PROFESSORS      | SEMINAR  | 9:00 –<br>12:30 | 13:30 –<br>17:00 | Level /<br>Study<br>year |
|-----------------------|--|-----------------|------------------|--------------------------|
| CUYPERS, Maurice      | Regional Branding & Global Marketing   |                 | X                | 1 <sup>st</sup> year     |
| CZUCHRA, Waldemar     | Extracting Information from Big Data using Data Mining                                 |                 | X                | 2 <sup>nd</sup> year     |
| DIETZ, Beatrix        | Gender & Globalization: a Marketing Perspective  | X               |                  | 2 <sup>nd</sup> year     |
| GHEORGHE, Camelia M.  | Reinventing the air travel experience via technology: smart services or self-services? | X               |                  | 2 <sup>nd</sup> year     |
| GRIGORE, Ramona       | EU Competition Policy  |                 | X                | 1 <sup>st</sup> year     |
| HUETTINGER, Maik      | Adam Smith and Karl Marx - the most famous but also the most misunderstood economists  |                 | X                | 1 <sup>st</sup> year     |
| JACOBS, Ben           | What is Management Accounting?   | X               |                  | 2 <sup>nd</sup> year     |
| PANAGIOTOPOULOU, Elli | Speech anxiety /Communication techniques /Get ready for an interview                   |                 | X                | 2 <sup>nd</sup> year     |
| RAMADHIN, Awinaash    | Organizational Fraud and Risk management   | X               |                  | 3 <sup>rd</sup> year     |
| SMOLANDER, Maria      | Do Mergers and Acquisitions add value, or just financial problems?                     | X               |                  | 3 <sup>rd</sup> year     |
| TCHASSE SIMO, Wilfred | Becoming Inter-culturally Competent  |                 | X                | 1 <sup>st</sup> year     |
| TRINKL, Nina          | The Marketing Concept applied to an Austrian company                                   | X               |                  | 2 <sup>nd</sup> year     |
| VENEZIANI, Monica     | Ferrero brand: the history of Italian chocolate through financial analysis eyes        | X               |                  | 1 <sup>st</sup> year     |
| WERKEN, Jan P. van de | The Netherlands: a tax haven?  |                 | X                | 3 <sup>rd</sup> year     |

## ACADEMIC SEMINARS SCHEDULE

### ↳ BORDEAUX CAMPUS

All seminars will take place at: 26 rue Raze - 33000 Bordeaux  
Seminars are planned according to two time slots:

- in the morning from 9:00 to 12:30
- in the afternoon from 14:00 to 17:30

Coffee breaks are offered in the meeting room **R03**: 10h30 & 15h30.

### THURSDAY April 16th

| GUEST PROFESSORS                        | SEMINAR   | 9:00 – 12:30 | 14:00 – 17:30 | Level / Study year   |
|---|---|--------------|---------------|----------------------|
| ALTROCK, Frank                          | Credit Risk Measurement – Basic Concepts and Current Developments                                 |              | X             | 3 <sup>rd</sup> year |
| BAKKER, Diederich                       | Integrated Marketing Communications   | X            |               | 3 <sup>rd</sup> year |
| CZUCHRA, Waldemar                       | Extracting Information from Big Data using Data Mining  |              | X             | 2 <sup>nd</sup> year |
| DIETZ, Beatrix                          | Gender & Globalization: a Marketing Perspective   |              | X             | 2 <sup>nd</sup> year |
| NIELSEN Kent Hother & GIERHAN Charlotte | Into new markets - a question of money and culture  | X            |               | 1 <sup>st</sup> year |
| NILSSON, Jan-Eric                       | Corruption – from Grease to Gravel  | X            |               | 1 <sup>st</sup> year |
| PANAGIOTOPOULOU, Elli                   | Speech anxiety /Communication techniques /Get ready for an interview                              | X            | X             | 1 <sup>st</sup> year |
| PIKTURNIENE, Indre                      | Consumer behaviour: Perception and its usage in marketing   |              | X             | 2 <sup>nd</sup> year |
| PRIETO, Fernando                        | How to use Google Trends for market research  | X            |               | 1 <sup>st</sup> year |
| RUGERS, Lucie                           | Innovation management: Case Apple   |              | X             | 2 <sup>nd</sup> year |
| SIEBENECK, Jane                         | Advanced English business report writing skills   |              | X             | 2 <sup>nd</sup> year |
| VITKEVIČIUS, Vladislovas                | EU legal environment for business, focusing on cross-border Civil-Commercial litigation within EU | X            |               | 1 <sup>st</sup> year |

## FRIDAY April 17th

| GUEST PROFESSORS      | SEMINAR  | 9:00 – 12:30 | 14:00 – 17:30 | Level / Study year   |
|-----------------------|--|--------------|---------------|----------------------|
| ALTROCK, Frank        | Credit Risk Measurement – Basic Concepts and Current Developments                      | X            |               | 2 <sup>nd</sup> year |
| BAKKER, Diederich     | Integrated Marketing Communications  |              | X             | 3 <sup>rd</sup> year |
| CUYPERS, Maurice      | Regional Branding & Global Marketing   |              | X             | 1 <sup>st</sup> year |
| GHEORGHE, Camelia M.  | Reinventing the air travel experience via technology: smart services or self-services? |              | X             | 1 <sup>st</sup> year |
| GRIGORE, Ramona       | EU Competition Policy  |              | X             | 1 <sup>st</sup> year |
| HUETTINGER, Maik      | Adam Smith and Karl Marx - the most famous but also the most misunderstood economists  | X            |               | 2 <sup>nd</sup> year |
| JACOBS, Ben           | What is Management Accounting?   | X            |               | 2 <sup>nd</sup> year |
| KOHLHOFER, Monika     | Event management: International Conferences  | X            |               | 2 <sup>nd</sup> year |
| KRESSOVÁ, Petra       | Public Speaking – Tips for Speakers  |              | X             | 1 <sup>st</sup> year |
| MENTZ, Jacob          | Marketing: Strategic Segmentation  |              | X             | 1 <sup>st</sup> year |
| PIKTURNIENE, Indre    | Consumer behaviour: Perception and its usage in marketing                              | X            |               | 2 <sup>nd</sup> year |
| SIEBENECK, Jane       | Introduction to English business report writing skills                                 |              | X             | 1 <sup>st</sup> year |
| SMOLANDER, Maria      | "Right definition, to right person, at the right moment"                               | X            |               | 2 <sup>nd</sup> year |
| TCHASSE SIMO, Wilfred | Becoming Inter-culturally Competent  |              | X             | 1 <sup>st</sup> year |
| TOMFORT, André        | The Impact of Monetary Policy on Stock Markets   | X            |               | 3 <sup>rd</sup> year |
| VIRGLEROVÁ, Zuzana    | Business environment of SMEs in Eastern Europe (applied to Czech Republic)             | X            |               | 2 <sup>nd</sup> year |



## YOUR CONTACTS

### ↳ CONTACT IN LYON:

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|  |                   |
|--|-------------------|
| European Emergency number .....                | 112               |
| Emergency medical services (Samu) .....        | 15                |
| Fire brigade (Pompiers) .....                  | 18                |
| Police / Gendarmerie .....                     | 17                |
| Emergency medical service (SOS médecins) ..... | +33 8 20 33 24 24 |
| Poison control .....                           | +33 1 40 05 48 48 |