



# EUROPEAN WEEK

BBA INSEEC ECE BORDEAUX - LYON  
TEACHING STAFF MOBILITY  
9 – 13 MAY 2016

## INVITATION

Dear Partner, Dear Colleague, Dear Academic,

Since 2008 BBA INSEEC Ecole de Commerce Européenne has been organizing a traditional European Week for its students in International Business. The main purpose is to strengthen a 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 **9th European Week** which will take place on **May 9 - 13, 2016** at our campuses in Bordeaux and Lyon, France.

We would like to run this event 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 20-25 guest lecturers.

### EW 2016 Program

Detailed information about the event as well as locations, contact persons can be found in the preliminary programme. Guest lecturers have a choice to attend the event either both campuses (transfer from Bordeaux to Lyon by plane being assured by our services) or to give lectures only for one campus (ref. planning as follows):

Participation Bordeaux – Lyon campuses	9 - 13 May 2016
Participation Bordeaux campus only	9 - 11 May 2016
Participation Lyon campus only	11 - 13 May 2016

A most important part of the week's program consists of lectures given to the students by the visiting professors from our partner universities. The detailed contents of the week depends on the area of their professional expertise: **let's create the academic contents together.**

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

- Academic module (3h) including a short evaluation (0.5h) to be defined once a teaching topic is agreed

The language of the week is **English**.



## Social Program

In addition to the lectures, opportunities to socialize with BBA INSEEC administrative and academic staff and among each other within *workshops*, as well as discuss partner collaboration are also in program. The EW2016 event invites all participants to discuss, try out, and share current trends, topics and models for developing education in the field of business. We appreciate if the presenters could enrich their presentations with interactive and participatory learning methods.

The European Week in France would be certainly a great opportunity to get to know our institution and but also to experience French culture and way of life. We will arrange evening social events (dinners or workshops) so that the visitors can meet their colleagues from different countries in informal settings. The social program will enable the participants to share common interests, network and consider potential educational cooperation. These events are offered by BBA INSEEC ECE.

## Costs

Catering (refreshments and dinners) and Social Activities being offered during this week, guest lectures are expected to cover their travel, accommodation and daily allowance expenses.

Participants whose institutions are members of the ERASMUS+ mobility programme can apply for an ERASMUS+ grant at their home institutions.

## Registration

To register, the [Application Form](#) online is open from **25 January to 15 February 2016**.

Please note, in order to guarantee a cultural diversity of EW2016 group, the number of participants is **limited to two persons per institution**.

Should you have further queries, please feel free to contact our team on each campus:

### ↘ CONTACT IN BORDEAUX:

Aleksandra DEDIEU  
+33 6 72 98 03 56 / [adedieu@inseec.com](mailto:adedieu@inseec.com)  
Elodie ANDERSON  
+33 557 87 70 47 / [anderson@inseec.com](mailto:anderson@inseec.com)

### ↘ CONTACT IN LYON:

Laëtitia BARTOLI  
+33 6 64 47 81 09 / [lbartoli@inseec.com](mailto:lbartoli@inseec.com)  
Eugenie LELEU  
+33 478 27 50 16 / [eleleu@inseec.com](mailto:eleleu@inseec.com)

We are looking forward to welcome you at BBA INSEEC ECE Bordeaux – Lyon next May!

International Relations Office  
BBA INSEEC  
Ecole de Commerce Européenne Bordeaux - Lyon



## SELECTION OF TOPICS FOR GUEST LECTURERS

STUDY LEVEL	AREA	TOPIC
International Business Administration (BA), 1 <sup>st</sup> study year	Business Law	European Institutions / European Corporate Governance
	Management	Cross Cultural Management / Intercultural Leadership
	Business English	Public Speaking / Argumentation / Negotiations in English
	Marketing	Marketing / International Marketing
	International Relations	Any other topic(s) welcome
	Digital	E-reputation / How to create a web page, website?

International Business Administration (BA), 2 <sup>nd</sup> study year	Management	Brand Management / Cross Cultural Management International Business / Innovation Management
	Economics	Macroeconomics / International Economics
	Logistics	Distribution
	Finance	Financing Mechanisms Any other topic(s) welcome
	Digital	Any other topic(s) welcome
	Marketing	Marketing / International Marketing Consumer Behavior
	HRM	Working in a multinational environment / Leadership
	Accounting	Management control
	Entrepreneurship	Any other topic(s) welcome / Project Management

International Business Administration (BA), 3 <sup>rd</sup> study year & International Students	Management	Innovation Management / Change Management
	Marketing	E-Commerce / Any other topics welcome
	Finance	Any other topic(s) welcome
	HRM	Personal Development / Any other topics welcome

The present list is done for information purposes. Guest Lecturers are also invited to submit topics within the area of their expertise and according to students' study level.