



13 - 17 MAY 2019

INTERNATIONAL WEEK

BBA INSEEC
LYON • BORDEAUX • LONDON • SAN FRANCISCO

INTERNATIONAL WEEK

BBA INSEEC ECE BORDEAUX - LYON

13 - 17 MAY 2019

PRELIMINARY PROGRAMME

MONDAY, 13 MAY – LYON / Expected arrival to Bordeaux: Sunday May 12

9am – 1pm Welcome Reception, Registration at BBA INSEEC Lyon campus
Lectures / Meeting(s) on individual request
Lunch
2pm – 5pm Lectures
7.30pm Social Networking

TUESDAY, 14 MAY – LYON

9am – 1pm Lectures
Lunch
2pm – 5pm Lectures / Meeting(s) on individual request
7.30pm Social Networking

WEDNESDAY, 15 MAY – Transfer from Lyon to Bordeaux

Morning Meeting & Transfer to the Airport / Flight to Bordeaux / Transfer from the airport to hotel(s)
2.30 - 3pm Welcome Reception, Registration at BBA INSEEC Bordeaux campus
3pm – 5pm Workshop for Faculty Staff
5:30 – 9pm Social Networking

THURSDAY, 16 MAY – BORDEAUX

9am – 12pm Lectures
Lunch
2pm – 5pm Lectures / Meeting(s) on individual request
7pm Social Networking & Dinner

FRIDAY, 17 MAY – BORDEAUX

9am – 12pm Lectures
Lunch
2pm – 5pm Lectures
Closing Drink / Expected departure from Lyon: Saturday May 18)

Program timings / Lecture Schedule and Social Activities are subject of changes, to be published within March/April.
Next update(s): end of March – beg. of April. Final update with visitor list and activities: end of April.

REGISTRATION

We expect international staff to register through an [Application form online](#).

Application period: **January 21 till March 4, 2019.**

We expect to host 20-25 guest lecturers (10-15 travelling and attending both campuses).

Please note we are able to only accept a limited number of guest lecturers and in order to guarantee a cultural diversity of IW2019 group, the number of participants is limited to two persons per institution. If we receive more applications, there will be a selection process based on the early application and on the participant's area of expertise in order to match academic contents of the programme.

Alongside the online application, the applicants are expected to provide us with additional documentation:

- Resume / ID picture / Course Outline / Course Evaluation
- Copy of the valid Travel/ID card (for those who will attend both locations).

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

Participants are invited to choose to attend either both locations Bordeaux and Lyon or one of them according to the dates below:

- Lyon campus: 13 – 15 May / Bordeaux campus: 15 - 17 May

Please be advised that a flight transfer from Lyon to Bordeaux campus is assured by our services on Wednesday May 15, 2019. Upon the arrival in Bordeaux, a bus will take the group from the airport to the center of Bordeaux to reach the hotel(s).

If you don't follow the itinerary suggested or you arrive another day, you must 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 extra luggage, please check with the airline in advance. Flight details are confirmed by March period.

FINANCIAL ISSUES

Registration fee: **no fee applied.**

Catering and social activities are covered if participation is confirmed.

Participants are expected to cover their travel, accommodation and daily allowance expenses. Guest lecturers from our EU partner institutions may apply for an Erasmus+ grant through their home institution international office. For non-EU Partners, financial issues are to be discussed bilaterally.

ACCOMMODATION

We invite participants to make their own accommodation arrangements since we do not have on-campus halls of residence. Information on hotels is provided in Accommodation facilities guide per campus once your application is approved.

FOOD / CATERING

Lunch and refreshments are served at each campus on site. We organize evening social networking sessions and dinners are offered on a participant's confirmation.

CAMPUS FACILITIES / PRINTING MATERIALS

Please be advised classrooms at BBA INSEEC are equipped with Wi-Fi, video projector.

On your request following supports can be arranged: laptop, Mac adaptor, paper board and beamer/speaker.

For printing teaching supports/copies, please send us your files **the week before your classes start** to your contacts on each campus.

CONTACT DETAILS

International Office: international@inseec.com

CONTACT IN BORDEAUX:

Aleksandra DEDIEU

+33 557 87 70 45 / adedieu@inseec.com

CONTACT IN LYON:

WEGOROWSKA Wioleta

+33 478 27 50 17 / wwegorowska@inseec.com

SELECTION OF TOPICS FOR GUEST LECTURING



Please find below a non-exhaustive list of teaching topics to cover.

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.

STUDY LEVEL	AREA	TOPIC
BBA, 1st study year	We expect IW19 participants to deliver one-hour conference(s) and/or practical oriented seminars on the below mentioned topics:	
	<p>Conference topics:</p> <ul style="list-style-type: none"> Global trends in Finance / Marketing New Managerial techniques and HR recruitment process New trends in Company Strategy (e.g. CSR) Business and Technology: the impact of new technologies on function, company structure, activity sector (e.g. expansion of Digital Marketing; Artificial Intelligence; delocalization of some functions etc.) <p>Practically –oriented working sessions focusing on transversal skills development:</p> <ul style="list-style-type: none"> Public Speaking Personal Branding / Personal Development Key to a successful communication Identify your Managerial Profile Intercultural Communication / Cross Cultural Awareness Creative Thinking Business Ethics etc. 	

BBA (Business Administration), 2 nd study year	We expect IW19 participants to deliver workshops/classes within the below mentioned teaching topics. In case you have another suggestion, please feel free to get in touch with us for further and individual discussion:	
	Management	Brand Management / Cross Cultural Management Innovation Management / Competence Management
	Economics	International Economy and News / Geopolitics
	Finance	Financing Mechanisms
	Digital	E-reputation / Digitalization
	Marketing	International Marketing / Consumer Behavior
	HRM	Working in a multinational environment / Leadership / New techniques in HR recruitment process
	Entrepreneurship	Business Model

BBA (Business Administration), IBM Module Programme for Exchange Students	Management	Innovation Management / Change Management
	Marketing	E-Commerce /
	Digital	Digital Marketing
	Finance	Any topic(s)
	HRM	Personal Development / Recruitment process / Competence Management