



International Week
11 - 15 MAY 2020
BBA INSEEC

LYON · BORDEAUX · LONDON · SAN FRANCISCO



BBA INSEEC

INTERNATIONAL WEEK

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BORDEAUX - LYON

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PRELIMINARY PROGRAMME

Expected arrival to Bordeaux: Sunday May 10

MONDAY, 11 MAY – BORDEAUX



9am	Registration, Welcome Session at BBA INSEEC Bordeaux
10am – 12.30pm	Workshop for Faculty Staff / Lectures <i>Lunch</i>
2 – 4.30pm	Workshop for Faculty Staff / Lectures
7.30pm	Social Networking

TUESDAY, 12 MAY – BORDEAUX

10am – 12.30pm	Lectures <i>Lunch</i>
2 – 4.30pm	Lectures
7.00pm	Social Networking

WEDNESDAY, 13 MAY – Transfer from Bordeaux to Lyon

Flight to Bordeaux / Transfer from the airport to hotel(s)
Free time

THURSDAY, 14 MAY – LYON



9am	Registration, Introduction Session, Campus tour at BBA INSEEC Lyon
10am – 12.30pm	Lectures <i>Lunch</i>
2 – 4.30pm 7.30pm	Lectures Social Networking

FRIDAY, 15 MAY – LYON

10am – 12.30pm	Lectures <i>Lunch</i>
2 – 3:30pm	Closing and Farewell

*Expected departure from Lyon: Late Friday /
Saturday May 16*

Programme timings / Lecture Schedule and Social Activities are subject of changes.
Next Updates: Mid-February, Mid- March, Mid-April 2020.

TRANSFER FROM LYON TO BORDEAUX / AIRPORT PICK-UP

A flight transfer from Bordeaux to Lyon campus is arranged by our services on Wednesday May 13, 2020.
The transfer from Bordeaux to the airport is assured by taxi/bus: meeting point (BBA INSEEC, 26 rue Raze).
Flight Details: **TBC**

Upon the arrival in Lyon, taxi will take the group from the airport Saint Exupery to the center of Lyon to reach out the identified 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.

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 the Accommodation facilities guide per campus once the 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 the IW starts (May 4th)** to your contacts on each campus.

CONTACT DETAILS

International Office: international@inseec.com

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SELECTION OF TEACHING TOPICS

The IW20 programme is dedicated to undergraduate students in business administration. Please find below a non-exhaustive list of teaching topics to cover. The present list is done for information purposes.

Guest lectures are also invited to submit topics within the area of expertise and according to students' study level.

Study Level	Area	Topic
BBA 1st study year	<p>We expect IW20 participants to deliver one-hour conference(s) and/or practical seminar(s) on the following suggested topics:</p> <p>Global trends in Finance / Marketing New Managerial techniques and HR skills-oriented recruitment process New trends in Company Strategy Business and Technology: the impact if new technologies on function, company structure, activity sector etc.</p> <p>Practically oriented working sessions focusing on transversal skills development:</p> <p>Public Speaking Personal Branding / Personal development Key to a successful communication Creative thinking Identify your Managerial Profile Cross-Cultural Awareness Build up your personal Leadership etc.</p>	
	<p>We expect IW20 participants to deliver 2.5hour workshop/classes within the below listed teaching topics. In case you might have another suggestion, please feel free to get in touch with us for further discussion:</p>	
BBA 2nd study year	Management	Brand Management / Cross Cultural Management / Innovation Management
	Economics	International Economy / Geopolitics
	Finance	Any topic adapted for 2 nd year
	Digital	e-Reputation / Digital Marketing
	Marketing	New trends and Strategies in Marketing / Consumer behavior
	HRM	Working in a multinational environment / Leadership / New techniques in HR recruitment process
	Entrepreneurship	Business Model /
BBA, 3rd study year, IBM Module Programme (international programme)	Management	Innovation Management / Change Management / Team Management
	Marketing	e-Commerce
	Digital	New Tools for Digital Marketing / Creative thinking
	Finance	Any topic adapted to 3 rd year level
	HRM	Personal Development and Personal Branding / Competence Management