



# IÉSEG WINTER PROGRAM



4 WEEKS



JANUARY 2<sup>ND</sup>  
- JANUARY 27<sup>TH</sup>,  
2023



ENGLISH



€1,650



100% ONLINE  
TEACHING



10 ECTS

## CREATE VALUE IN AN INTERNATIONAL BUSINESS CONTEXT AND BECOME A PIONEER OF CHANGE

During the IÉSEG Winter Program, students will develop their knowledge about various areas of business and management. IÉSEG offers two different Winter Programs in 2023. Teaching will be conducted fully online.



### OBJECTIVES

#### INTERNATIONAL BUSINESS NEGOTIATION PROGRAM (option No. 1)

- > Understand the historical origins, enlargement and future development of the EU
- > Understand the EU decision-making process
- > Understand and apply negotiation concepts and skills
- > Identify the variables in the negotiation process which create value in negotiation
- > Plan and prepare for complex negotiations, especially by identifying key behavioral characteristics helping or hindering the search for a mutually satisfactory deal
- > Understand basic principles of conflict management

#### INTERCULTURAL MANAGEMENT AND MARKETING PROGRAM (option No. 2)

- > Be aware of issues and challenges involved in global business
- > Emphasize on the opportunities of doing business with different cultures
- > Understand the skills, expertise and work required toward personal and professional growth
- > Understand how developing a skill as a “cultural curator” deepens interpreting today’s complex digital marketing context
- > Apply digital & social understanding of how consumers’ behavior is connected to purchase in today’s marketplace
- > Demonstrate the ability to forecast the role of competition in developing a brand’s power
- > Forecast what marketing capabilities are needed next in a rapidly changing marketplace of empowered consumers



### WHO CAN APPLY?

IÉSEG Winter Program is designed for English-speaking students coming from all disciplines with a strong interest in international business and management.



### CERTIFICATIONS

Upon completion of the program, students will be awarded:

- > A IÉSEG Winter Program certificate
- > An official transcript



## 2 PROGRAMS – 2 MODULES – 4 WEEKS

### INTERNATIONAL BUSINESS NEGOTIATION PROGRAM

#### 1. EUROPEAN INTEGRATION 5 ECTS

> This two-week intensive course will provide students with a detailed understanding of the main European institutions and the EU decision-making process. Students will also develop critical thinking and learn how to negotiate within a European context.

#### 2. NEGOTIATION SKILLS 5 ECTS

> This course aims to prepare students to identify different negotiation settings and recognize which negotiation strategies are effective for particular situations. Students will use the framework of integrative negotiation, and will look at how to apply the theory in practice by way of role-play simulations and discussions about real cases. They will also examine conflict management styles and how to manage conflict resolution processes in an organizational context.

### INTERCULTURAL MANAGEMENT AND MARKETING

#### 1. CROSS-CULTURAL MANAGEMENT 5 ECTS

> With the globalization of business, understanding cultural differences has never been so important. Through this two-week intensive course, students will learn how to manage, interact and do business on the worldwide stage. This course will offer an understanding of other cultures and ethnicities as a way of improving interaction and negotiation skills with international peers.

#### 2. DIGITAL MARKETING 5 ECTS

> This active, energized course, will include the strategies and tools of a new age Digital Marketer. Students will meet the Power of a "4 C's Digital Framework of CONTEXT-CONSUMERS-COMPETITION-CAPABILITY." They will also learn current short term and long term skills that leading brands and marketers employ in making today's consumer journey in a cross-culture digital marketplace unique and engaging.



### SCHOLARSHIPS

**IÉSEG offers a 10% tuition fee (topic-based courses) discount for partner universities' students. The discount is automatically applied when students register for the Winter Program of their choice.**



### ADMISSION REQUIREMENTS

- > Students need to be at least 18 years old on the first day of the program
- > Candidates need to be in one of the following categories:
  - student pursuing a degree in a higher education institution
  - student who graduated from a higher education institution in the last 3 years before application
- > A strong academic performance and a good command of English (B2 level minimum) are also required

**CLOSING DATE FOR REGISTRATION: DECEMBER 1<sup>st</sup>, 2022**



### INFORMATION AND APPLICATIONS



> **Farah HEFIED**  
 Head of Short-Term Programs and Middle East Development  
 +33 (0)1 55 91 10 10  
 short-term-programs@ieseg.fr



> **Claire ROTURIER**  
 Short-Term Programs Coordinator  
 +33 (0)1 55 91 10 10  
 short-term-programs@ieseg.fr



### ADDITIONAL INFORMATION

- > The **International Business Negotiation Program** will be delivered every weekday from 9AM to 12PM (Paris time).
- > The **Intercultural Management and Marketing Program** will be delivered every weekday from 3PM to 6PM (Paris time).