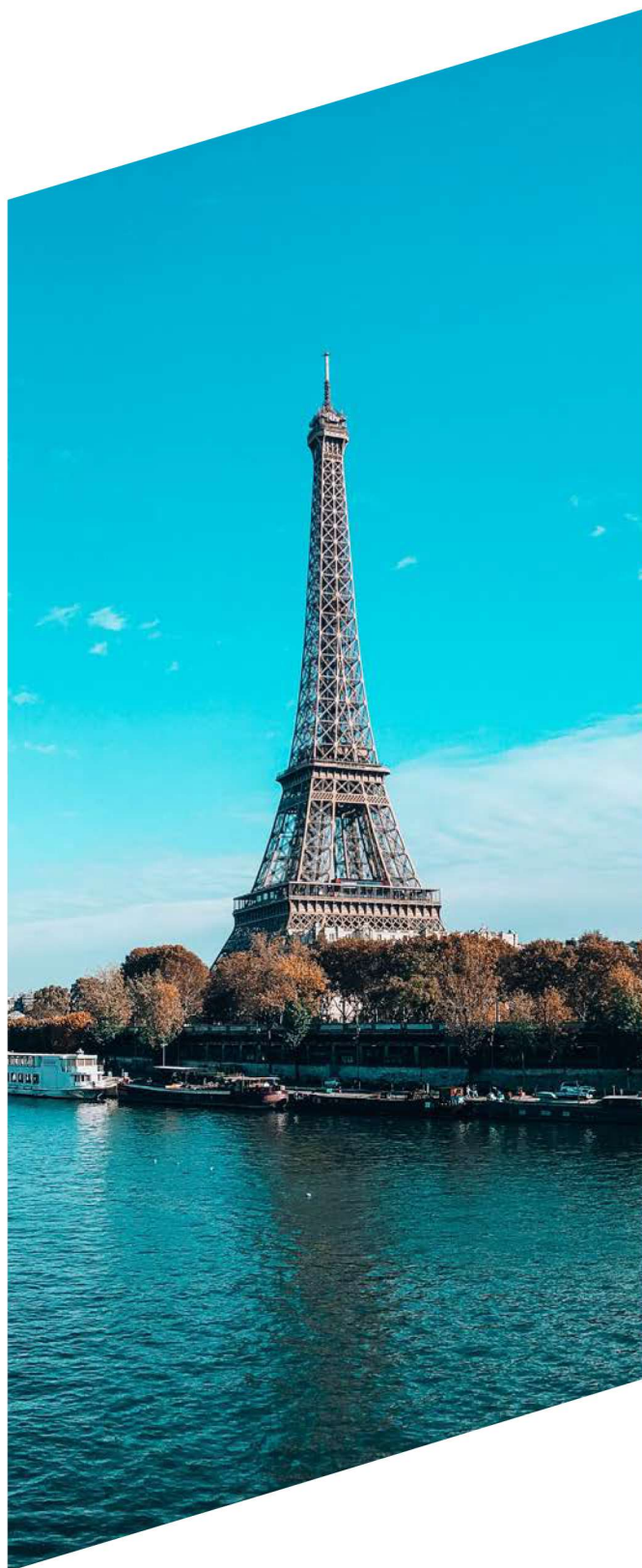




SUMMER SCHOOL

PARIS, LONDON, MONACO

JULY 2022



OMNES EDUCATION IN FIGURES

30,000 STUDENTS

2,000 EXECUTIVES IN
PROFESSIONAL TRAINING

12 SCHOOLS

12 CAMPUSES, **10** CITIES:
Paris, Lyon, Bordeaux, Beaune,
Chambéry, Geneva, Monaco, London,
San Francisco and Abidjan

100 NATIONALITIES

A SET OF BUSINESS
INCUBATORS

10,000 PARTNER
COMPANIES

10,000 WORK-STUDY
STUDENTS

350 ACADEMICS,
3,000 EXPERTS

150,000 ALUMNI



Welcome to our schools. The OMNES Education Group provides its schools with the investment required to develop the curriculum which will help you become the architect of your own future and of tomorrow's world. Your skills will be a major asset, sought after by companies, institutions and creators, in meeting the challenges presented by economic, technological, environmental and societal transitions.

JOSÉ MILANO,
Managing Director of the OMNES Education Group

A GROUP IN SUPPORT OF STUDENTS AND THEIR SUCCESSES

A leader in private higher education, OMNES Education is the only Group offering trainings that encompass the main fields of Higher Education as well as Research: Management, Engineering, Political Science and International Relations, Communication and Advertising.

Each of our schools has its own speciality: Créa Genève, EBS, ECE, ESCE, HEIP-CEDS, IFG Executive Education, INSEEC, IUM Monaco, Sup Career, Sup de Création and Sup de Pub, they all have a strong identity and yet they also have points in common: a highly qualified teaching body as well as recognised professionals in the field. Their aim is to prioritise the student experience to support employability. Our schools offer our students a differentiated

learning experience with a clear objective: to develop their employability to its full potential. Whatever their chosen profession, OMNES Education Group graduates find employment with ease, not just upon leaving university but throughout their entire careers.

Our schools are ideally located in the heart of cities, such as Beaune, Bordeaux, Chambéry, Lyon, and Paris, as well as abroad, in premises equipped with the latest technology to ensure a pleasant and functional study environment, specifically designed for learning. Our campuses are large enough to accommodate several of the group's schools simultaneously to encourage interaction. As a result, our students have the opportunity to discover fields of knowledge in addition to that of their school and to work together on multidisciplinary projects with people from different backgrounds.

The quality and Tailor-made nature of our training programmes meet a dual objective: preparing our graduates to develop the skills required by companies and finding solutions to the challenges presented by the multiple transitions taking place in the modern world.

Multicultural and respectful of diversity, the curricula at the OMNES Education Group reflect the realities of our time: in 2020, OMNES Education (formerly INSEEC U.) came 1st in France in the UI GreenMetric ranking of the higher education and research institutions most committed to CSR and sustainable development. These aspects are fully integrated into our teaching approach.

Working closely with companies, our institutions specialise in initial and professional training and share the same multidisciplinary approach, ensuring that our students develop an open and international mindset. Our network, which covers over 70 countries, comprises 600 partner universities, including prestigious institutions such as McGill University (Canada), San Diego University (United States), Politecnico di Milano (Italy), Copenhagen Business School (Denmark), East China University of Science & Technology (China) and Inha University (South Korea).

Inspired by a "Responsible Advisory Board" chaired by Christine Albanel, former French Minister of Culture and Communication, OMNES Education is adept at identifying the trends that shape our societies. Entrepreneurship, adaptation and innovation guide our teaching and our services to support our students and their successes.



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Paris

INCOMPARABLE POTENTIAL FOR INNOVATION AND CREATIVITY

Paris has always been a pioneer in implementing large-scale projects and the city is currently experiencing fast-growing economic, social and cultural vitality. The French capital never ceases to attract investors as well as numerous multinational companies. Studying in the heart of Paris is to benefit from a conducive economic and cultural setting that looks to the future.

THE ULTIMATE STUDENT CITY

The City of Lights is ranked at the top of the best student cities in terms of:

- . International exposure
- . Culture
- . Studies
- . Employment

A CAMPUS IN THE HEART OF PARIS NEAR THE EIFFEL TOWER

SUMMER IN PARIS: AN UNFORGETTABLE EXPERIENCE...



the Campus Eiffel

OMNES Education campus in Paris is located a few steps away from the Eiffel Tower, at the heart of Paris. The « Campus Eiffel » is a great place where students, professors, professionals and researchers meet and exchange ideas. More than 40 nationalities are represented. It is located near numerous big companies' head offices, foundations, embassies... It enables coworking. The Campus Eiffel has been specifically designed to help students to complete their studies and to offer a great quality of life thanks to:

- . A contemporary space with several building gathered around a large wooded courtyard
- . Several amphitheatres with enough space for 400 students
- . Free Wifi areas
- . A cafeteria / restaurant and pool table are available in a smart and cosy area with a patio rest & lounge area

ESCE PARIS: INTERNATIONAL BUSINESS SCHOOL

ESCE Paris was established in 1968 and is one of the leading business schools offering a Master's degree accredited by the French Ministry of Higher Education and Research, placing itself in the top five amongst the post-baccalaureate business schools in France. ESCE shares its expertise in international business and management courses during the Campus Eiffel summer programs.

ECE PARIS: SCHOOL OF ENGINEERING

ECE Paris & Lyon: School of Engineering

Founded in 1919, ECE is a privately owned French "Grande Ecole" located in the heart of Paris. Since its creation, ECE has been committed to educating students in science and technology at the undergraduate and graduate levels. Its curriculum primarily focuses on emerging information and communication technologies. The ECE Master's program curriculum reflects the ever-changing world we live in with evolving course work and proactive degree design that prepare our students for the challenges that lie ahead.

SUP DE PUB

Since 1986, Sup de Pub is training students in the fields of advertising, communication, creative design and digital. It benefits from an important and very active alumni network, facilitating students' introduction to the professional world.

The school has become over the years a major actor recognized by professionals for its innovative pedagogy and its program offer, fitting companies needs at its best.

INSEEC GRANDE ECOLE

INSEEC Grande Ecole is a French Business school awarding AMBA-accredited Masters' degrees since 2016, and an active member of the Conférence des Grandes Écoles (CGE). Located in three of the most dynamic cities of France, with campuses in the hearts of Paris, Bordeaux, and Lyon. We offer management training centered on a multidisciplinary approach and practical experience in French companies and abroad. Our classes are taught in English in the fields of Marketing, Finance, Management, and international business. With a particular attention paid to the heritage of our regions, we specialized in Luxury in Paris, Wine Management in Bordeaux, and Tourism & Hospitality Management in Lyon.



Summer programs

A UNIQUE EXPERIENCE AT THE HEART OF OMNES EDUCATION'S EDUCATIONAL EXCELLENCE

OMNES Education welcomes students & professionals **from all over the world** who have the curiosity to learn the French language, business cultures, innovation & entrepreneurship.

OMNES Education offers **12 summer certificate programs** for July 2022. On three different campus location. Each site has its own offer.

SUMMER SCHOOL

Studying within an OMNES Education school means that you benefit from our professors' expertise in fields such as French or English language, Business cultures, Innovation & Entrepreneurship, Engineering, Media & Communication.

Each 4 week specialization summer program (10 ECTS) includes **72 hours of class time** taught in English including **seminars, case studies, company and cultural visits**. Language summer school programs include 42 hours of class time worth 3 ECTS.

You can choose either to do focus on a specialization, or a language, or combine both.

DELIVERY OF A CERTIFICATE FOLLOWING PARTICIPATION IN THE SUMMER SCHOOL.





International Project Management

EFMD
ACCREDITED Master

BSIS
BUSINESS SCHOOL
IMPACT
SYSTEM

Provided by ESCE INTERNATIONAL
BUSINESS SCHOOL

The course of Project Management aims to help individuals and researchers to deepen their knowledge in one of the most important and modern scientific fields.

Upon completion of this program, students become eligible applicants to take the Project Management Professional (PMP) Certification Exam.

More specifically, its purpose is to provide the necessary resources to individuals wishing to upgrade their professional prospects, by cultivating skills related to the modern methods of designing, monitoring, selection, evaluation methodology and project budgeting.

Topics such as the bureaucratic practices of project management, the management principles and the tools used in projects' execution, the management of human resources and the formulation of an effective policy control, are included in the course, so that learners are able to use effectively the entire range of tools, techniques and methods that make up the main body of knowledge in project management.

AN INTRODUCTION TO PROJECT MANAGEMENT

PROJECT SCOPE MANAGEMENT

Topics to include: Project Scope Management Processes, Work Breakdown Structure (WBS), Project Planning and Customer Approvals and Reviews, Scope Change Control.

TIME, COST & QUALITY

PROJECT TIME MANAGEMENT

Topics to include: Project Time Management Processes, Activity List, Project Network Diagram Methods, Duration Estimating Methods, Critical Path, Pert, Schedule Development.

HUMAN RESOURCES, COMMUNICATIONS, RISK AND PROCUREMENT MANAGEMENT

PROJECT HUMAN RESOURCES MANAGEMENT

Project Human resource Management Processes, RAM (Responsibility Assignment Matrix), Motivational Theories, Conflict Management Methods, Roles and Responsibilities, Managing Change Techniques.

PROJECT COMMUNICATIONS MANAGEMENT

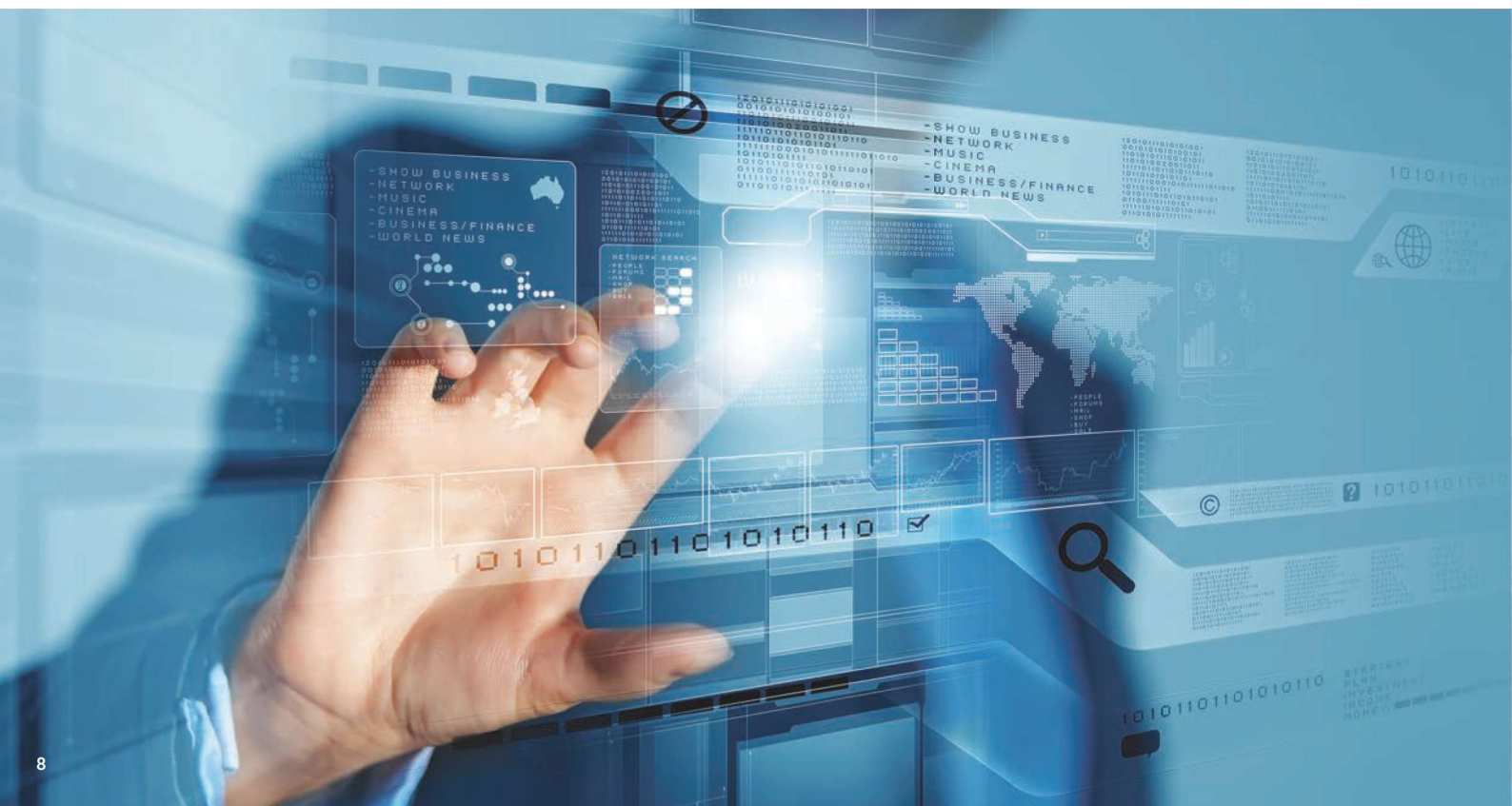
Project Communications Management Processes, Communications Model, Types of Communication, Project Manager Communications, Effective Team Communications and Exercises.

PROJECT RISK MANAGEMENT

Project Risk Management Processes, Risk Defined, Qualitative and Quantitative evaluation of risk.

PROJECT PROCUREMENT MANAGEMENT

Project Procurement Management Processes, Make / Buy Decisions, Elements of Contracts, Negotiation.





Marketing for the 21st century

EFMD
ACCREDITED Master

BSIS
BUSINESS SCHOOL
IMPACT
SYSTEM

Provided by ESCE INTERNATIONAL
BUSINESS SCHOOL

GLOBAL MARKETING

This course will provide an overview of international marketing and global marketing strategies. We will evaluate the environmental studies and challenges by evaluating the barriers to entry both on cultural and policy levels. Individual class projects will emphasize current trends and propose an original outlook into business possibilities of international marketing strategies of global corporations.

DIGITAL MARKETING

This course will provide an overview of E-Marketing and implement a strategic plan. Analyzing current Internet, mobile, and multi-media campaigns, we will evaluate evolving marketing techniques and promotional technologies and find ways to integrate them into an effective communications strategy. Emerging media channels and cases will be analyzed to predict future trends. Class projects will emphasize current trends and propose an outlook into the new marketing landscape.

SENSORY MARKETING

Sensory Marketing provides an overview of the strategies marketers may pursue in different industries to address their consumers' five senses (tactile, auditory, visual, olfactory, and gustatory) in reference to both their service environments and brands.



Advertising & Digital Trends

Provided by  SupdePub

Evolving in a world more and more connected every day raises the importance of digital image, in phase with trends and tendencies. This four-week program will focus on the new ways of consumption brought by the digital era and the strategy held by brands to stay in play. Through lectures, workshops and competitions, students will get valuable knowledge and advice from senior professors and professionals of the advertising sector.

BEHIND THE SCENES OF ADVERTISING

The first week will be an introduction to the different aspects of advertising and will give an overview of digital trends. Beginners will get to discover the field and professions involved while more advanced students will update their knowledge to French standards.

BRAND STRATEGY & DIGITAL

Brand Strategy is the emblematic profession of advertising agencies worldwide.

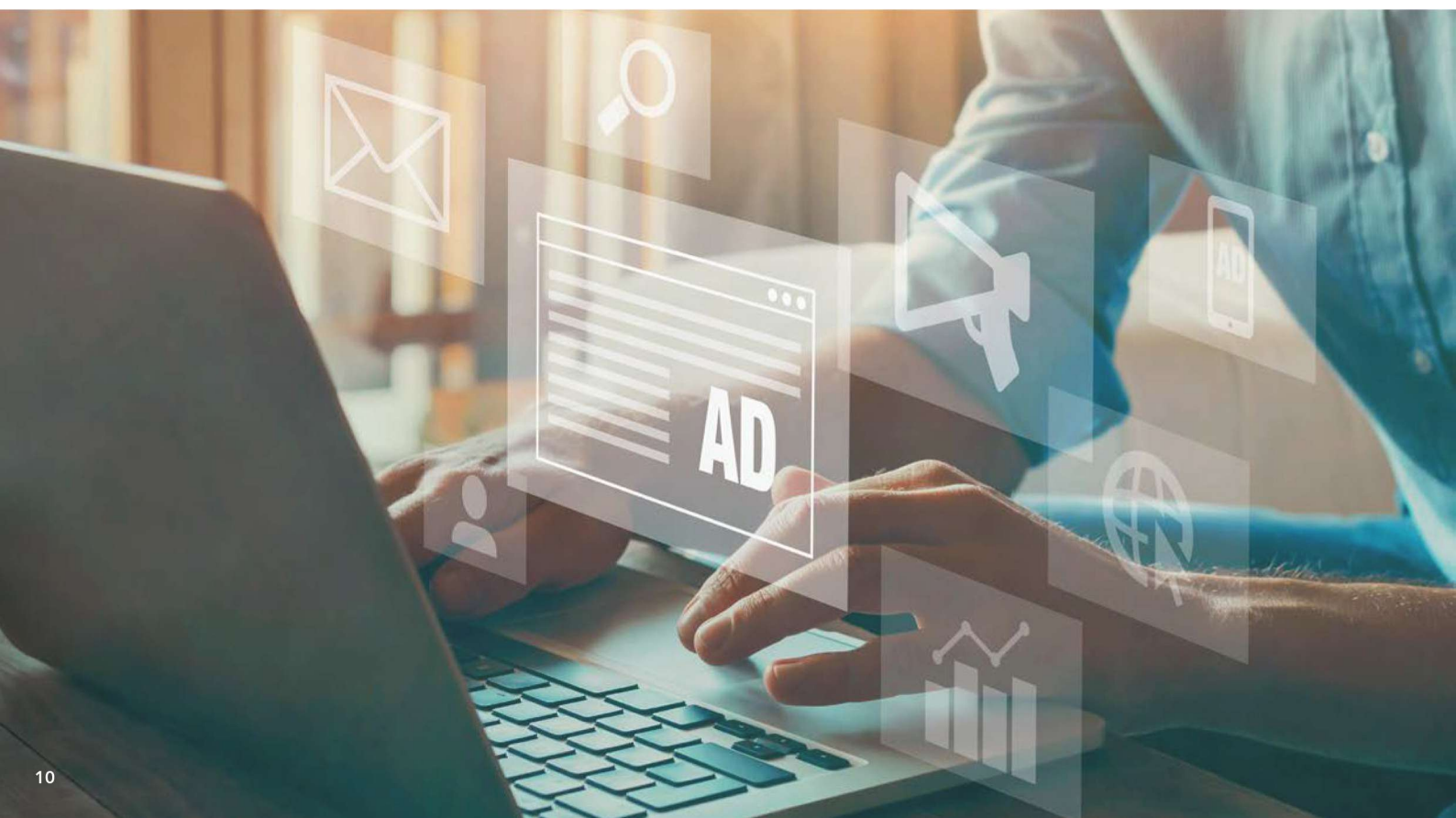
Our aim is to give students the theoretical background knowledge as well as practical insights into the design, production and placement of advertising campaigns. They will also acquire skills in implementation and management of complex digital strategies, showcasing websites and mobile sites, applications and social networks.

CREATIVITY & DIGITAL

Creativity is at the core of advertising for illustrating the story of the brands. That week, students will be introduced to the conception, production and delivery processes that go with creating an advertising campaign. They will also learn how to work creatively in teams during workshops, to plan and execute campaigns, in response to real industry briefs.

LUXURY & DIGITAL

Paris is the perfect place to learn about luxury market through classes and projects as well as visits. This program teaches students to define a corporate business strategy and to coordinate the implementation of marketing and communication actions using the specific codes of the luxury sector.





Learning French in Paris

EFMD
ACCREDITED Master

BSIS
BUSINESS SCHOOL
IMPACT
SYSTEM

Provided by ESCE INTERNATIONAL
BUSINESS SCHOOL

FRENCH COURSES IN SMALL GROUPS - FRENCH AS A FOREIGN LANGUAGE (FLE)

An intensive 4 week program that allows students to take a real step forward in learning French.

The program combines general and professional French according to the students' levels and is based on an action-oriented pedagogy combining face-to-face courses, challenges and workshops, such as: Theatre with the "Business Comedy Club", meeting with the "Meet French People" operation, treasure Hunt and French culture.

The contents make it possible to achieve different objectives according to the levels:

- **Beginner:** Use French to manage everyday life situations
- **Intermediate:** Develop oral speaking, master the main structures of the language and express opinions
- **Advanced:** Introduce yourself professionally, master the structure of the language, be ready for an academic semester in France.





Learning English in Paris

EFMD
ACCREDITED | Master

BSIS
BUSINESS SCHOOL
IMPACT
SYSTEM

Provided by  ESCE INTERNATIONAL
BUSINESS SCHOOL

ENGLISH COURSES IN SMALL GROUPS

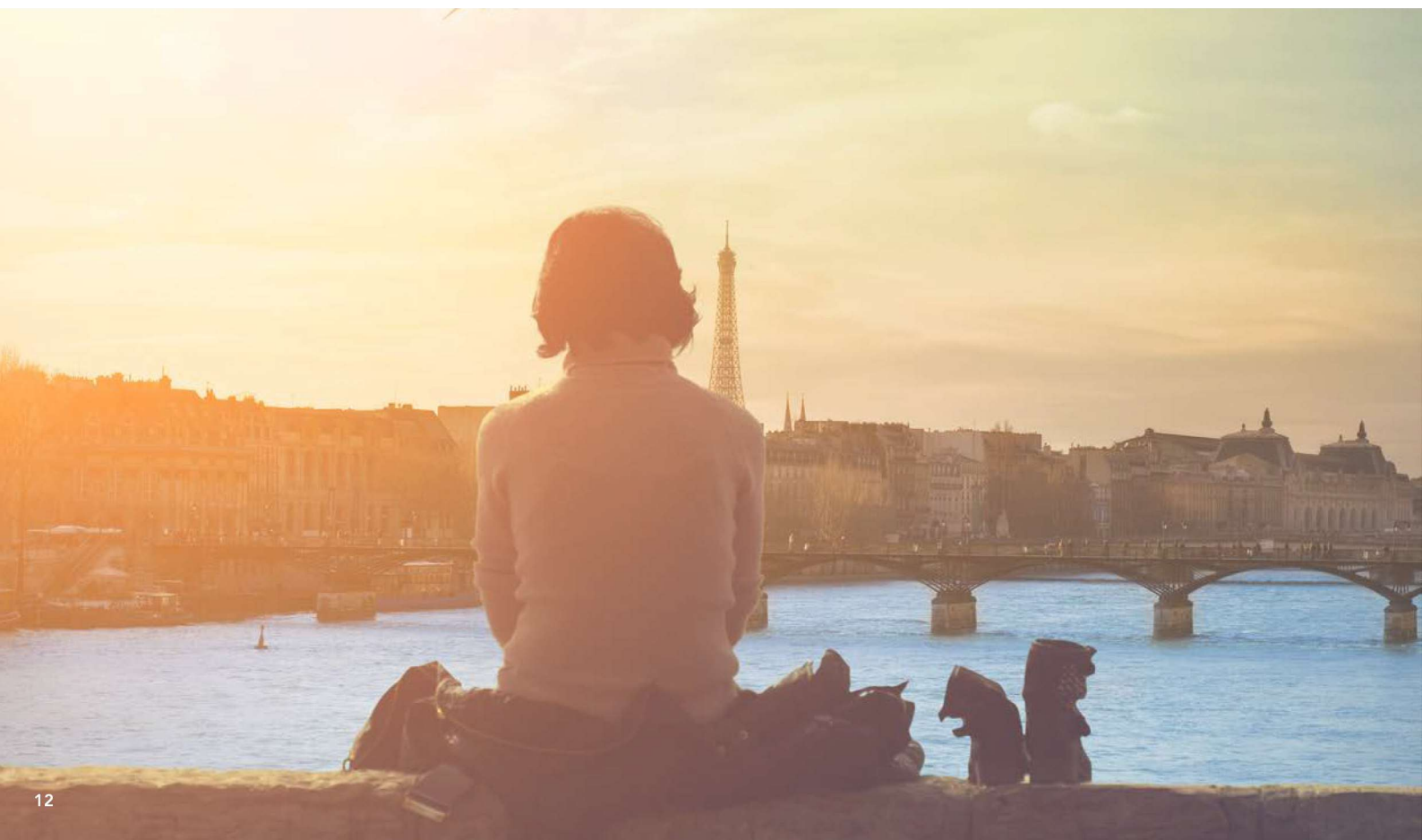
An intensive 4 week program that allows students to take a real step forward in learning French.

The program combines general and professional English according to the students' levels and is based on an action-oriented pedagogy combining face-to-face courses, challenges and workshops, such as:

- Role plays,
- English through cinema and music,
- Cultural and language differences and treasure hunt.

The contents make it possible to achieve different objectives according to the levels:

- **Beginner:** Use English to manage everyday life situations
- **Intermediate:** Develop oral speaking, master the main structures of the language and express opinions
- **Advanced:** Introduce yourself professionally, master the structure of the language, be ready for an academic semester in English.



Energy Efficiency & Renewable Energies

Provided by  **ECE** PARIS - LYON
ÉCOLE D'INGÉNIEURS

CROSS CULTURAL ENVIRONMENT

Students from different countries or regions will interact, bringing different values, viewpoints and cultural practices about Energy Transition. The teachers will encourage exchanges and the training case will give students the opportunity to present their country's policy in terms of Energy Transition, Energy Efficiency and Renewable Energy.

GLOBAL ENERGY TRANSITION

Students will learn basic knowledge needed in order to understand today's energy challenge.

This course provides students with the basic knowledge needed for understanding, assessing, and mitigating environmental issues associated with energy production, efficiency rating, storage, transmission, integration in existing portfolio, and consumption.

The focus of this course is concentrated on the key role that energy efficiency and renewable energy are playing into the context of global energy transition.

ENERGY EFFICIENCY TECHNOLOGIES PORTFOLIO

Students will learn basic knowledge needed to quantify and evaluate any economic and environmental benefits associated to energy efficiency in the different sectors (i.e. industry, transport, services, and building).

This course provides students with engineering knowledge and technique for understanding, assessing, and mitigating environmental issues associated with energy consumption. It presents the major regulation tools, policy and tool and incentive programs for accelerating penetration of energy-efficiency solutions.

RENEWABLE ENERGY TECHNOLOGIES PORTFOLIO

Students will learn basic knowledge needed to quantify and evaluate any economic and environmental benefits associated to renewable energies in the different sectors (i.e. industry, transport, services, and building).

This course provides students with engineering knowledge and technique for understanding, assessing, and mitigating environmental issues associated with renewables. It presents the major regulation tools, policy and tool and incentive programs for accelerating penetration of renewables. It also covers the challenges of high level of integration of renewables in the existing energy mix.

CONFERENCES AND STUDY TOURS

Throughout this program, students will have the opportunity to meet renowned stakeholders involved in the energy transition and to take part in a study tours allowing them to discover companies, plants, urban eco districts, buildings, etc. representative of the different initiatives linked to the Energy Transition.

STUDY CASES & APPLIED TRAINING

Throughout this program, students will have to mobilize their knowledge on applied study cases: they will learn how to evaluate the energy efficiency of a given building, how to improve it, how to design a PV or wind power plant or how assess the return on investment.



International Fashion & Luxury Management



Provided by **INSEEC**
GRANDE ÉCOLE

Our 4-week program will enable students to deal with the key aspects of Fashion & Luxury Management. You will meet specialists in economics, design history, marketing and more, offering you a holistic take on fashion business today.

HISTORY AND ORIGINS OF FASHION & LUXURY

This course delves deep into the history of fashion and its origins and it soon becomes apparent that fashion is so deeply rooted in human nature that you have to look for its origins a long way back in our history – indulge in a little bit of anthropology, in fact.

FASHION BRAND EQUITY MANAGEMENT

This course aims to offer insight into current issues and trends that shape strategic brand decisions in the fashion domain and to apply key branding tools to compare brands.

It also provides students with the ability to conceptualize a competitive brand plan to enhance overall brand equity.

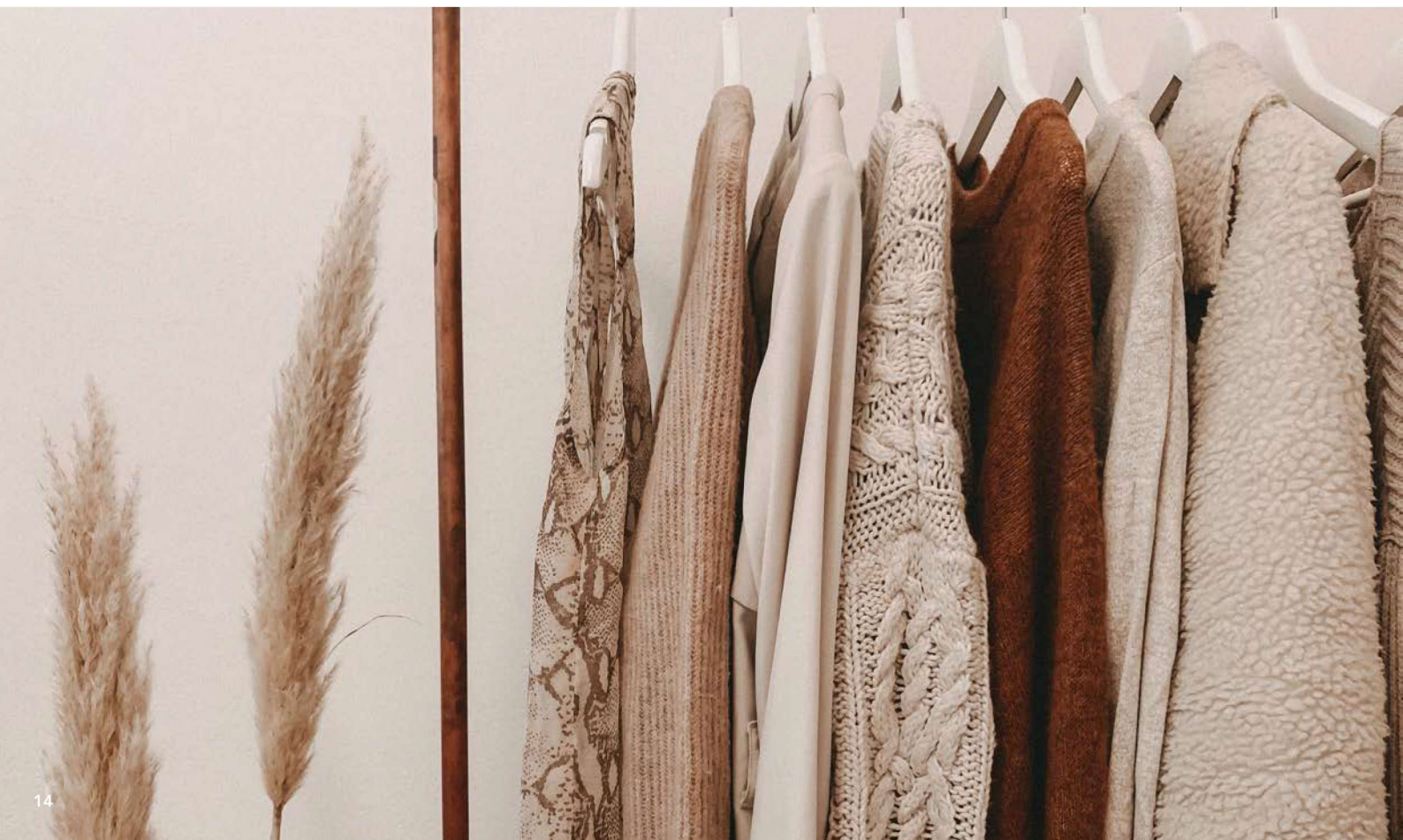
COMMUNICATION AND NEW MEDIA IN THE FASHION SECTOR

This course introduces the students to Communication and New Media development strategies of international luxury fashion brands, from market maturity to Internet adoption. A thorough study of the sales channels including E-commerce, M-commerce, V-commerce and an analysis of the thirty levers of digital marketing as vectors of traffic on the main websites, give a complementary outlook of the necessary consideration of this new digital marketing tool and this new sales channel for the industry. A prospective analysis of the new technologies of tomorrow sheds additional light on the main technological trends to come.

CORPORATE AND SOCIAL RESPONSIBILITY IN FASHION

This course allows students to understand the global forces that drive the sustainability shift, get acquainted with CSR principles, major regulations and legislation framework.

The outcome is the ability to apply CSR principles to launching a sustainable brand project.



Business Sustainability Management



Provided by **INSEEC**
GRANDE ÉCOLE

Because sustainability is not an option anymore when dealing with business management, we propose students to understand what it is at stake in today's society and economy, and how we need to be guided, as responsible managers, by the principle of "meeting the needs of the present without compromising the needs of future generations".

ECOLOGICAL AND DIGITAL TRANSFORMATIONS OF ORGANIZATIONS

Societies have economic, social and political dynamics. Today, our societies are confronted with many disruptions: mainly environmental (climate change and loss of biodiversity) and technological (digitalization and workplace transformation).

The goal of this course is to address such societal disruptions that affect (and are affected by) business. Hence, we will discuss the main macro transitions in both ecology and digitalization, in order to explore the impact of such transitions within organizations.

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Managing is about making decisions. But what is an ethical decision? What is a responsible company? What forms of corporate governance are most conducive to socially responsible corporate behavior? And how can ethical management be combined with overall corporate performance?

In this course we seek to understand the role of ethics for companies and business activities in general.

GREEN AND RESPONSIBLE MARKETING

Citizens are ever more aware of the planet's dire environmental state and are demonstrating a willingness to alter accordingly their purchase of goods and services. Behaviours are changing, demand for "green" products is growing, and more reasoned and more reasonable patterns of consumption are emerging.

The course will begin with an analysis of where the line has traditionally been drawn between "responsible" and "irresponsible" in marketing, to then consider the redrawing of this line in the context of today's pressing environmental challenges, and to finally investigate and articulate the key elements of a green and responsible marketing.

SUSTAINABLE ENTREPRENEURSHIP

The objective of this course is to open up students to forms of entrepreneurship that combine sustainable and economical goals (called responsible, sustainable, conscious, green, environmental, eco-entrepreneurship, and including social entrepreneurship). The course seeks to reveal another facet of entrepreneurship, based on founding values, a collective dimension and the integration into a hybrid ecosystem. This course also allows students to scan a certain number of sectors (fashion, luxury, tourism, food, finance, etc.) in order to observe and analyse how innovations appear under the influence of these new approaches expected by a growing part of consumers.



Practical Information

Paris

ADMISSION REQUIREMENTS

- . **Dates:** 4-29 July 2022
- . Minimum of 18 years old
- . **Application:** <https://summerschool.omneseducation.com/inseecu/candidature>
- . If you have any questions, please contact us at summer@omneseducation.com
- . **Address:** 10 rue Sextius Michel, 75015 Paris
- . **Application deadline:** May 1 2022

A minimum of 12 enrolled students is required to open a session.

- . We will send you some information about housing options in Paris.

FEES FOR THE SUMMER PROGRAMS ON THE PARIS CAMPUS:

- 1900 € four week specialization program
- 450 € four week language program
- 2100 € combined four week specialization & language program





Monaco

MONACO EXPERIENCE

Monaco, located between France and Italy, is a unique economic model. By taking advantage of its international setting, and the image of the Principality of Monaco, International University of Monaco (IUM) provides a learning environment that combines the benefits of a small size country with the connections to global businesses, international diversity, and an entrepreneurial spirit. The Principality of Monaco is a dynamic and multicultural environment where students can learn and experience the finance, sport, and luxury industries at the highest level. The country offers an unparalleled gateway to successful companies that work right on the IUM doorstep.

MONACO ECOSYSTEM

The Principality of Monaco is a dynamic and multicultural environment where students can learn and experience the finance, sport, and luxury industries.

- A **SOVEREIGN STATE** that is neutral and independent, a role model country with stable institutions.
- A dynamic and multi-business **ECONOMIC HUB**: international trade, the service sector, tourism, real estate, construction, and engineering, the banking and finance sector are the pillars of the Principality of Monaco's economy.
- An unparalleled opportunity to meet with the **DECISION MAKERS** and successful entrepreneurs based in the Principality of Monaco.
- A **UNIQUE ECONOMIC AND SOCIAL MODEL** where the absence of debt and structural budgetary balance is a long-term guarantee for the future.
- An **ADVOCACY TO** preserve nature and protect the environment, and a long-standing commitment to **ECO-RESPONSIBLE AND SUSTAINABLE DEVELOPMENT**.
- A globally renowned venue for conferences and congresses.
- And all on the **FRENCH RIVIERA**

STUDENT LIFE

There is always something going on at IUM.

Whether internationally renowned events or IUM-specific events, there will always be something to allow students to live the Monaco experience.

You will be sure to find a vast range of activities across the Monaco area, like beach activities and watersports, boat trips, sailing & yachting, canoeing/kayaking, diving, fishing, running, cycling, tennis, golf, horse-riding, nature reserves & parks, rock climbing.

The Summer School is designed for college/ university students willing to broaden their international perspective by discovering new cultures and environments.

- An accessible location and exceptional quality of life in the heart of Europe, bordering the Mediterranean basin,
- Located in a strategic position between France and Italy, you'll be right beside the beach but just a short trip from the mountains,
- A united, welcoming, and multicultural community (more than 120 nationalities living in harmony) in which English is widely spoken,
- A leisure destination with hotel and nautical infrastructures in the best traditions,
- Sports, culture, and festivities as part of everyday life, as well as numerous international events.

the International University of Monaco

A unique learning and networking experience.

The International University of Monaco (Licensed & recognized by the Government of the Principality of Monaco and Accredited by AMBA & AACSB) offers outstanding teaching in its small, connected, stimulating, cross-cultural environment fostering an entrepreneurial spirit, collaborative work, experiential learning and mutual understanding among students, faculty and staff.

5,000 COMPANIES

38,000 RESIDENTS

125 NATIONALITIES

+600 EVENTS IN MONACO
PER YEAR

100 NATIONALITÉS

100 % THE SAFEST PLACE
IN THE WORLD

Summer programs

English Summer Immersion



Provided by  INTERNATIONAL UNIVERSITY OF MONACO

DO YOU THINK YOUR ENGLISH DOESN'T SOUND AS SPONTANEOUS AS IT SHOULD BE?

Take your English to the next level!

Become fluent in speaking English and learn how to express yourself spontaneously through fun and practical English lessons at the International University of Monaco.

Program Highlights

- English Tutors
- Students of Different Nationalities
- Friendly Atmosphere
- Study in the Heart of Monaco

Delivery of a certificate following participation in the Summer School.



Luxury Business & Communication in Monaco



Provided by  INTERNATIONAL UNIVERSITY OF MONACO

The course provides an introduction to the theory, concept, and practice of luxury business and communication.

The Principality of Monaco, situated on the French Riviera, between France and Italy, is a truly dynamic, multicultural, and cosmopolitan environment where students can study and experience the industry of excellence.

DIGITAL LUXURY COMMUNICATION MARKETING (1 US-CREDIT)

Luxury Brands are now disposed towards digital transformation into luxury. This course provides an overview of the major digital luxury strategies which expand and enrich the customer's experience.

CROSS-CULTURAL COMMUNICATION IN BUSINESS (1 US-CREDIT)

Understand and apprehend cultural differences can be challenging. This course helps you to find out how to overcome cultural business barriers in today's diverse workplace.

EVENT MANAGEMENT IN LUXURY (1 US-CREDIT)

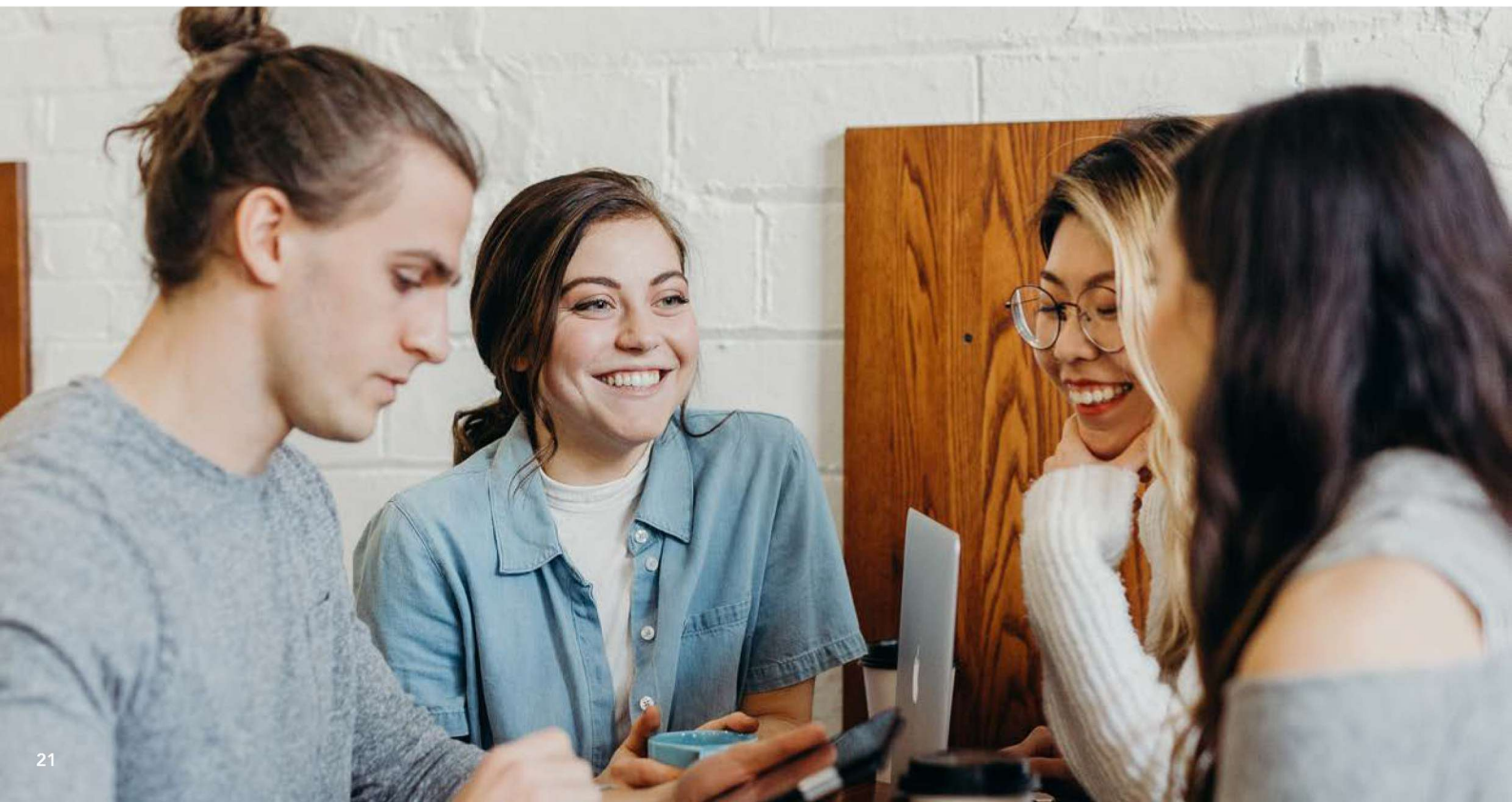
This course approaches the way professional event managers design and prepare an international luxury event. From the project's design itself to the implementation of very specific actions, each step is analyzed to provide a flawless preparation of the perfect event.

LUXURY MARKETING (1 US-CREDIT)

The luxury industry has experienced strong annual growth over the last two decades and continues to do so. High-income worldwide consumers are now searching for unique and memorable service experiences. As a result, luxury industries are shifting their communication strategies to reach this new audience, giving rise to innovative concepts. This course focuses on new marketing responses from traditional luxury brands and the fast-increasing value-added service industry.

FRENCH: THE LANGUAGE OF LUXURY (OPTIONAL – 1 US-CREDIT)

Enjoy French immersion and luxury in the Principality of Monaco. Your experienced native speaker professor creates the perfect and relaxing environment to learn the language of luxury. After your French class, practice and improve your skills in Monaco and on the French Riviera.



Practical Information

Monaco

ADMISSION REQUIREMENTS

- . **Dates:** 4-15 July 2022
- . Participants are usually between 18 - 25 years old coming from all over the world
- . **Application:** <https://summerschool.omneseducation.com/insecu/candidature>
- . **Contact:** summerprograms@monaco.edu
- . **Address:** 14 rue Hubert Clerissi, 98000 Monaco
- . **Application deadline:** May 1 2022
- . **Housing & Visa:** we will be delighted to help you find the best housing option for you and apply for a visa, if required.

A minimum of 15 enrolled students is required to open a session.

FEES:

- English Summer Immersion: 1,900€
- Luxury Business & Communication in Monaco: 2,300€ (1,850€ if application before March 31st, 2022)



London

HOME OF THE STUDENTS

London count over 100,000 international students from over 200 different nations – that's the most international students city in the world. It's a global center for academic excellence.

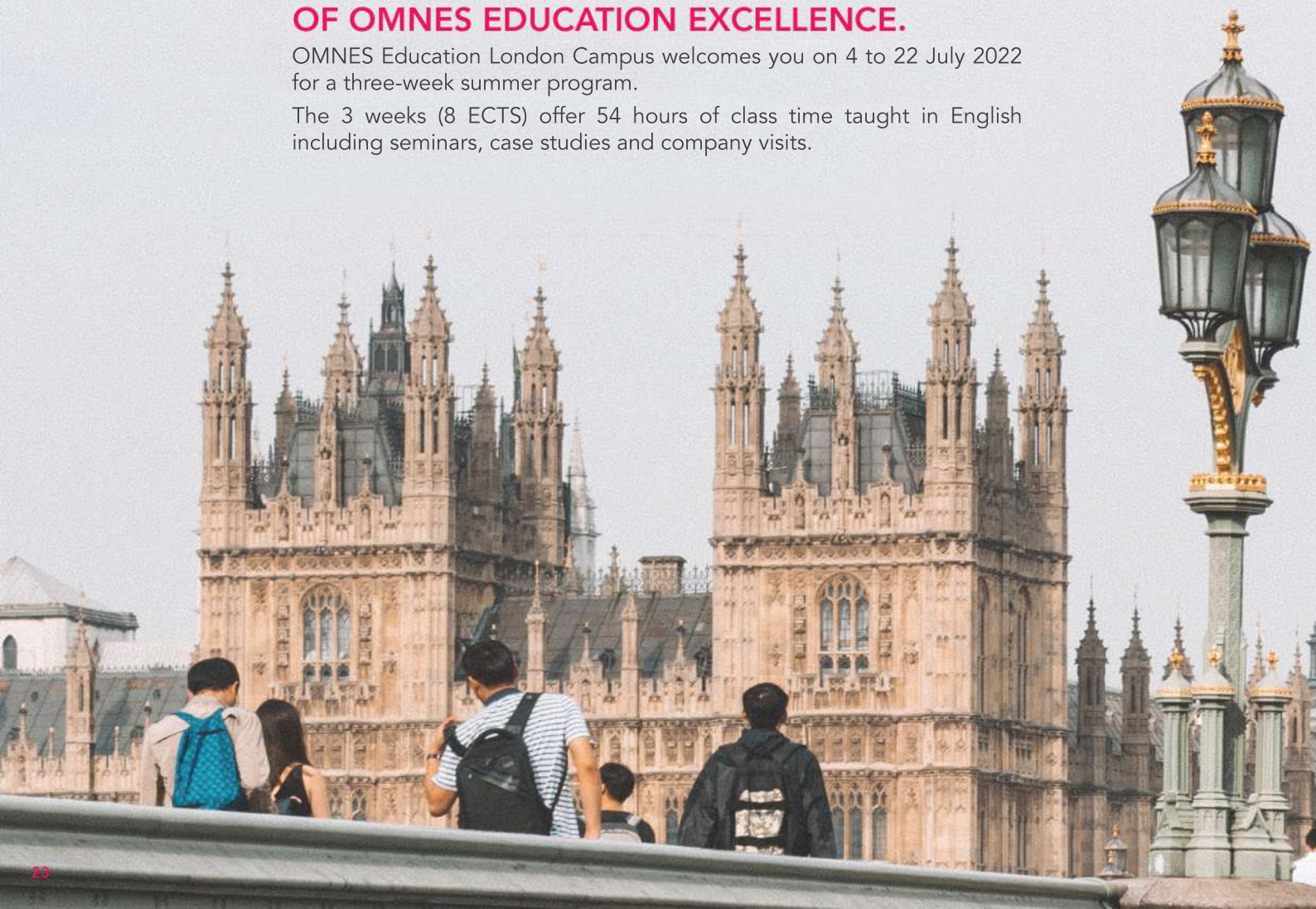
A REAL BOOST TO YOUR CAREER

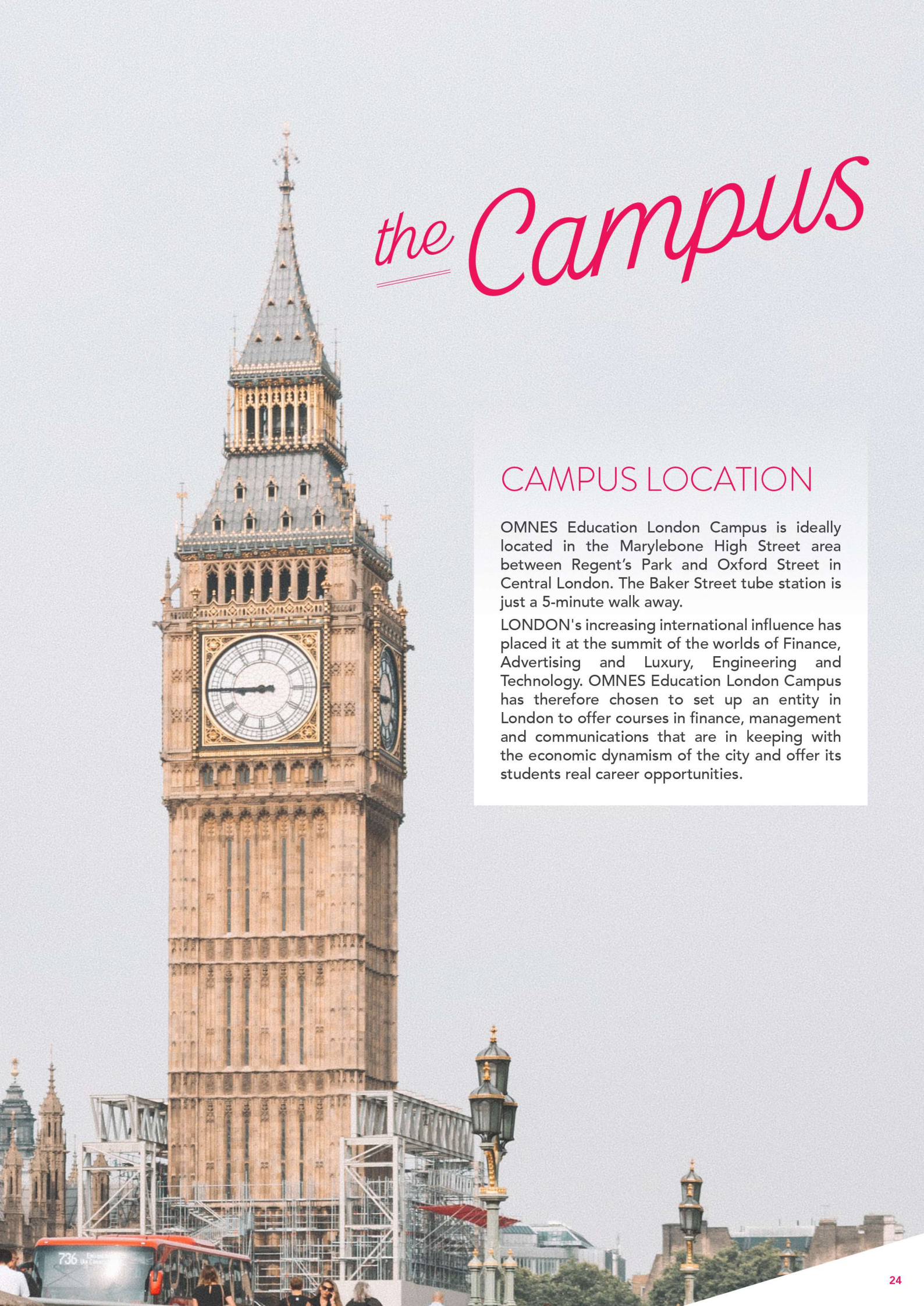
Studying in the truly global city of London to give your future career a boost for today's job market, where language skills, cultural literacy, and an international perspective on business know-how are essential assets for an international career.

A UNIQUE EXPERIENCE AT THE HEART OF OMNES EDUCATION EXCELLENCE.

OMNES Education London Campus welcomes you on 4 to 22 July 2022 for a three-week summer program.

The 3 weeks (8 ECTS) offer 54 hours of class time taught in English including seminars, case studies and company visits.





the Campus

CAMPUS LOCATION

OMNES Education London Campus is ideally located in the Marylebone High Street area between Regent's Park and Oxford Street in Central London. The Baker Street tube station is just a 5-minute walk away.

LONDON's increasing international influence has placed it at the summit of the worlds of Finance, Advertising and Luxury, Engineering and Technology. OMNES Education London Campus has therefore chosen to set up an entity in London to offer courses in finance, management and communications that are in keeping with the economic dynamism of the city and offer its students real career opportunities.

Summer programs

Language Lab

This program is designed to help students understand the TOEFL internet-based test and successfully prepare for it. By training for this test, students will be building the skills they need to open doors abroad for their future careers.

London is an ideal location for English language training. Students will step out of the classroom and continue to be immersed in the language. It is one of the world's foremost cultural cities, as well as offering a rich social scene for international students. This program takes place in the Omnes Education London Campus, ideally located between Regent's and Hyde Park, in the heart of Marylebone Village.

READING

- About reading passages
- Understanding questions
- Scanning passages to highlight key facts
- Guessing meaning from the context
- Reading section tips
- Practice sets

WRITING

- Introduction to the writing section
- How tasks are presented
- Strategies for raising scores
- Grammar, mechanics and style
- The independent writing task and scoring rubric

SPEAKING

- Types of questions
- Questions integrated with listening and reading
- Delivery, language use and topic development
- Strategies for each question type

LISTENING

- Listening materials
- Basic comprehension questions
- Pragmatic understanding questions
- Prioritising and retaining information
- Listening resources for outside the classroom

TEST INTRODUCTION & OVERVIEW

- Information about test scores Organisation of the 4 TOEFL iBT parts / General test-taking suggestions

OFF-CAMPUS LEARNING EXPERIENCES

- London Walking Tour
- Shakespeare's London
- British Art - Street Art Tour in East London
- London Start-up Event



Business Language

Come study in the truly global city of London to give your future career a boost for today's job market, where language skills and an international perspective are essential assets.

London is the ideal location to gain insight and perspective on Europe and the world.

This innovative program aims to provide the best combination of Business, Language, and Culture, in a very engaging in-class experience, as well as through extensive exposure to the City.

INTENSIVE INTEGRATED ENGLISH

This class demands intense use of the five language skills in an integrated manner:

- Listening
- Speaking
- Reading
- Writing and culture

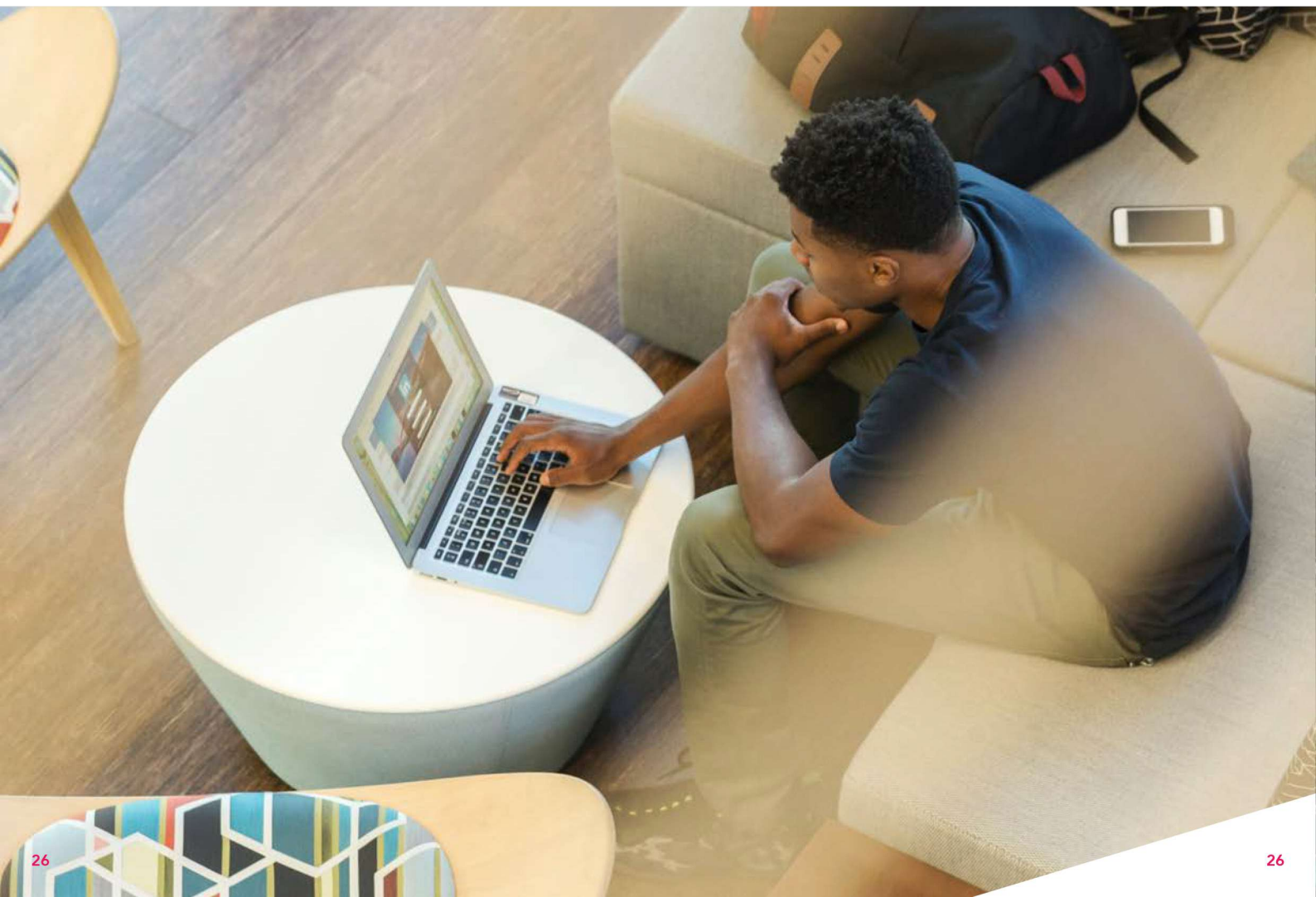
Both traditional language skills and cultural literacy skills are enhanced through challenging cognitive and communicative tasks.

BRITISH BUSINESS PERSPECTIVES

- London Luxury Business
- Corporate Cultures & Management Styles
- Business Writing
- Public Speaking, British Style

LONDON EXCLUSIVE SEMINARS

- London's Start-Up Economy
- FinTech & Blockchain
- How artificial intelligence is changing Business
- British Art & Design



Practical Information London

ADMISSION REQUIREMENTS

- . **Dates:** 4-22 July 2022
- . **FEES:**
 - 1425 €
- . Open to students who are at least 18 years old on the first day of the session.
- . The OMNES Education London Team will gladly assist you with any enquiry regarding visas or housing.
- . **Application:** <https://summerschool.omneseducation.com/inseecu/candidature>
- . **Contact:** london@omneseducation.com
- . **Address:** 32 Aybrook Street - London, W1U4AW
+44 (0)20 3725 4600
- . **Application deadline :** May 1 2022

A minimum of 15 enrolled students is required to open a session.



