

Beijing Normal University Winter Program in January 2019

Quote for Group of 16-20 students

All Inclusive Price for seminar: 2390€ per student

Each of our International Seminars is a tailor-made program designed according to the specificities of our partner university. The program we have prepared for you includes:

Lectures in English –35 Contact Hours:

- ✓ 6 ECTS module - Strategic Management 25 Contact Hours + 20 Hours Individual Work
 - ✓ This course deals with the value and process of strategic management. Not only does it familiarize students with new subject matter, it also leads them to integrate and apply their prior learning to making strategic decisions in organizations. This course is designed to explore organizations' vision, mission, examine principles, techniques, and models of organizational and environmental analysis, the theory and practice of strategy formulation such as business ethics and cultural differences for the development of effective strategic leadership. The course thus also deals with ethics, culture, leadership, Human Resources, and globalization.
- ✓ 10 hours Professional Coaching in CV & Cover Letter Writing, Interview Skills etc.

1 Company Visit:

- ✓ Company Visit to local firm in Paris. Transport by private bus.

Cultural Visits:

- ✓ Paris Boat Tour + (transport by private bus to and from river docking point)
- ✓ Guided Visit of Louvre in English
- ✓ French Cooking Class

Events:

- ✓ Buffet Lunch on arrival
- ✓ Buffet Lunch on final class day

Accommodation included in quote Aparthotel Adagio Tour Eiffel ****:

<https://www.adagio-city.com/fr/hotel-6790-aparthotel-adagio-paris-centre-tour-eiffel/index.shtml>

11 nights in Aparthotel Accommodation

- Students sharing in Twin Rooms
- City Tax Included
- Breakfast Included

Transport

- ✓ Each student will receive a pass for their stay in Paris to use on the local Metro, Buses and Trams.

*The minimum number of students for this cost is 16 participants. If the student group size should drop below this number, the cost of the seminar would have to be revaluated.

Included:

- Airport Transfer from Paris Airports on Arrival & Departure for 16-22 people
- The accommodation quoted is an aparthotel in the 15th neighbourhood in Paris, 20 minutes' walk from the Eiffel Tower and 17 minutes' walk from our TBS Paris Campus.
- Possible Visit to Château de Versailles. Price to be confirmed depending on number of participants.

***NOT INCLUDED:**

- Flight fares, visa, insurance, lunch, dinner and self-paying activities.