

Outgoing Programs
Macquarie International
Macquarie University
Building E3A Level 1
NORTH RYDE
NSW 2109 AUSTRALIA
Ph: +61 2 9850 4336
Fax: +61 2 9850 7733
Email: goexchange@io.mq.edu.au
www.international.mq.edu.au/abroad



ESCEM School of Business and Management, France “Doing Business in Europe”

25 June – 16 July 2011

Official Postgraduate MIB and MCom BUS870 Elective Course

PLEASE NOTE: Some details may change – always check with Macquarie Abroad for the most up to date information. Last updated 7 February 2011.

See Also: http://www.escem.fr/international/?page_id=31



Overview

For the fourth year running, the Graduate Studies Office (GSO) and Macquarie International are offering postgraduate students the opportunity to learn about business in Europe through a specialised course for students in the MCOM and MIB programs. This program, “Doing Business in Europe”, is run by Macquarie’s prestigious partner university, ESCEM, in the city of Tours, France.

The program allows students to complete a full elective course in France over three weeks of intensive study. MIB and MCom students will be enrolled in the elective unit *BUS870: International Study Experience*. This unit is a designated elective unit towards these programs. Students should seek advice from the GSO to check how this unit will fit with their study plan at Macquarie.

Outgoing Programs
Macquarie International
Macquarie University
Building E3A Level 1
NORTH RYDE
NSW 2109 AUSTRALIA
Ph: +61 2 9850 4336
Fax: +61 2 9850 7733
Email: goexchange@io.mq.edu.au
www.international.mq.edu.au/abroad



Student Profile

Students in any of the GSO Masters programs are eligible for this course. It is an exciting opportunity for students to gain a full unit of credit over a short period of time whilst experiencing life in another country. Students will be required, as part of the application process, to verify with the Graduate Studies Office that the program will fit with their study pattern.

Students in other postgraduate degrees (such as MIR, MA;ICOM) may also be eligible to participate with special approval from their department.

Student Numbers

A maximum of 8 postgraduate students can be accepted. Undergraduate students are not eligible for this program.

Timing and Duration of the Program

The course will run from **25 June to 16 July 2011**, including all orientation events and fieldtrips.

Note that the last day of the exam period at Macquarie is 25 June. Therefore in order to arrive in France in time for the start of the program, students *may* risk missing an exam. Students must consider if they can afford to miss an exam and Macquarie International cannot advise students that it is acceptable to do so.

Topics & Outcomes

- European Marketing
- European Mergers and Acquisitions
- Sustainable Development and Business in a European Context
- Participate in academic field trips
- Obtain a basic understanding of the French language
- Obtain an appreciation of the cultural complexity of France and Europe
- Enjoy the idyllic setting of the heart of the Loire Valley

Outgoing Programs
Macquarie International
Macquarie University
Building E3A Level 1
NORTH RYDE
NSW 2109 AUSTRALIA
Ph: +61 2 9850 4336
Fax: +61 2 9850 7733
Email: goexchange@io.mq.edu.au
www.international.mq.edu.au/abroad



Cultural Components

- Guided visit of the city of Tours
- Visit to the Clos Luce (Leonardo da Vinci's home in Amboise) <http://www.vinci-closluce.com/>
- Visit to the Chenonceau Castle
http://www.chenonceau.com/media/fr/index_fr.php
- Visit to a local winery and learn about the wine-making industry
- French language lessons
- Conference on European institutions

Proposed Itinerary

An itinerary for the 2011 program will be provided closer to the program.

Assignment and Assessment

Students will be assessed for each topic of the program and are required to pass ALL topics in order to complete the program and receive credit towards your degree.

A new topic will be covered each week of the program (listed below). Students will also be required to write and submit an independent paper at the end of the program.

- European Mergers and Acquisitions – Discussions, lectures, exercises and a final presentation
- European Marketing – Group work case study gathered into a final document
- Sustainable Development – Final report and presentation (60%), performance in a simulation (20%) and class participation (20%)
- Final paper of 3000-5000 words

Outgoing Programs
Macquarie International
Macquarie University
Building E3A Level 1
NORTH RYDE
NSW 2109 AUSTRALIA
Ph: +61 2 9850 4336
Fax: +61 2 9850 7733
Email: goexchange@io.mq.edu.au
www.international.mq.edu.au/abroad



Living Arrangements

Accommodation will be arranged by the host university as part of the program fee. Students will be accommodated in single or double rooms with other students participating in the program. The accommodation is surrounded by a large garden and a castle, very close to the town centre to allow easy exploration of the city of Tours.



Costs

To apply to participate in the program, students must submit an application to Macquarie International via the online application system.

There is an **application fee** of **\$110** to apply for any short-term program. This fee must be received by the application deadline, and must be paid either in person at the MI Shop in Building E3A (payable by EFTPOS or credit card only), or online at the MI Shop webpage:

<http://www.international.mq.edu.au/mishop/Products/StockSelection.asp?C1=37&C2=44&Page=1>

Program Costs:

- Program Fee – **1,050 Euro** (payable directly to ESCM; includes accommodation and other items listed on next page)
- Enrolment at Macquarie (standard tuition for BUS870, a 4-credit point unit; attracting regular HECS or Full Fee rates)
- Airfare – (price will depend on airline and time of booking). Students should NOT purchase airfare or make travel arrangements until they have been formally accepted by ESCM.
- Living expenses of around \$500-1000 for the 3 weeks should be expected –

Outgoing Programs
Macquarie International
Macquarie University
Building E3A Level 1
NORTH RYDE
NSW 2109 AUSTRALIA
Ph: +61 2 9850 4336
Fax: +61 2 9850 7733
Email: goexchange@io.mq.edu.au
www.international.mq.edu.au/abroad



this will include meals, travelling around Tours and general expenses like travelling on weekends and going out. This amount really depends on your personal taste. For ESCEM's comments on estimated costs and other questions, see their website: <http://www.escem.fr/Default.aspx?tabid=583>

The Program fee includes:

- Accommodation in single or double rooms (TBC)
- Pick up from Tours train station on arrival
- Group pick up and drop off at airport
- Weekday lunches and selected evening meals
- All transportation to program activities
- Business Courses:
 - 42 hours of Master's level Business courses, focusing on topics listed above
- Conferences:
 - Conference on the European institutions (3 hours)
- French language class (2 hours)
- Academic field trips
- Cultural field trips
- All speakers, guides, and museum entrances
- Use of campus facilities:
 - Staff and services of the International Center
 - Medical centre
 - Library and wireless connection in public areas of the university
- Pre-departure essentials, including a Lonely Planet guide for your destination country and a Macquarie University t-shirt

Travel Grant

The Macquarie University travel grant for this program is \$2000. You do NOT need to apply for the travel grant separately. Those accepted into the program will qualify automatically. These grants will be paid by EFT into your nominated Australian bank account close to departure time.

Outgoing Programs
Macquarie International
Macquarie University
Building E3A Level 1
NORTH RYDE
NSW 2109 AUSTRALIA
Ph: +61 2 9850 4336
Fax: +61 2 9850 7733
Email: goexchange@io.mq.edu.au
www.international.mq.edu.au/abroad



Notes for International Students

International students must be aware of their Australian visa conditions for class attendance and pass rates whilst overseas – general requirements for international students, as dictated by the ESOS Act, must still be met. See:

http://www.immi.gov.au/business-services/education-providers/third_country_exchanges.htm

International students are permitted to travel home before and/or after their program, however should note that they will not be covered by the Macquarie Travel Insurance for this part of their journey overseas.

Application Instructions and Eligibility

Students must apply online to Macquarie Abroad no later than **4th March 2011**. No late applications will be accepted. The application and instructions are available online at www.international.mq.edu.au/abroad

All students **MUST** provide 2 email referees. The first **MUST** be a Macquarie Academic, while the second reference must be a non-academic referee.

Students must have a minimum GPA of **2.5** and must satisfy other criteria specified in the Student Exchange Terms & Conditions.

Postgraduate MIB and MCom students' applications will need to be approved by the Graduate Studies Office (GSO).

****IMPORTANT NOTE:**

As ESCEM has a very early application deadline (15th March) students must also fill out the ESCEM paper application in addition to Macquarie International's online application. The ESCEM Application is attached to this Program Document and should be completed by each applicant. Students should **NOT** send this application directly to ESCEM. Applications must be submitted, along with a passport photo, to the front desk of building E3A, level 1, no later than **Monday 7th March** (just following the online application deadline). **Please mark applications "Attention: Erin Martin."**

Outgoing Programs
Macquarie International
Macquarie University
Building E3A Level 1
NORTH RYDE
NSW 2109 AUSTRALIA
Ph: +61 2 9850 4336
Fax: +61 2 9850 7733
Email: goexchange@io.mq.edu.au
www.international.mq.edu.au/abroad



Selection Process

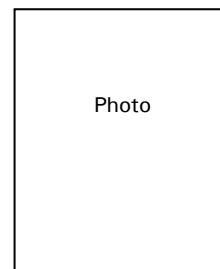
This year, ESCM has agreed to accept 8 Macquarie postgraduates. In some past years there have been more applications than places; therefore the application process can be competitive and the standard of successful application is high.

In the case where there are more applicants than places available, students will be selected based on GPA and relevance of the course to student's Macquarie degree. It will also be taken into consideration if it is the only opportunity the student has to participate on an international program. Other factors, such as references and personal statements, will also be considered.

Students should direct enquiries to:

Erin Martin – erin.martin@mq.edu.au

Successful applicants will be given contact details for ESCM following their acceptance.



SUMMER PROGRAMS 2011:
Graduate session – June 25 to July 16
Undergraduate session - July 2 to 23

PLEASE COMPLETE THIS FORM USING BLOCK CAPITALS AND IN BLACK INK OR DIRECTLY TYPED ON YOUR COMPUTER

- Application for 2 week graduate program at the rate of 1850€*
- Application for 3 week graduate program at the rate of 2400€*
- Application for 3 week undergraduate program at the rate of 2100€*

**You may obtain a lower rate if your home university has signed a convention with ESCEM (part of exchange agreements).*

In this case, students are not charged any tuition fees.

Family name: _____ First name: _____

Mailing address:

 ⓘ

Business address:

 ⓘ

E-mail address: _____

Date of birth: -- / -- / -- --
Day Month Year

Gender :

- Male
 Female

Residency

Place of birth: _____

Country of birth: _____

Country of permanent residence: _____

Nationality: _____

Health

Please indicate any disability or medical condition that may affect your studies. The information provided will remain confidential

Home University

Name of University:

Country:

Degree course:

Date of graduation:

Please answer the following questions

1. What is your educational background? Undergraduate degree subject and date of graduation?

2. Please give a brief description of your professional background with dates? (If relevant).

3. Reason for wanting admission to the program?

4. Do you have any particular requirement or need? Vegetarian, specific food requirements?

(N.B: You should be aware that vegetarianism is not widespread in France and that you may have difficulties to find the same range of food stuff as in your home country.)

Application approval (for transfer of credits)

Name of coordinator:

Coordinator's signature:

Date _____

Stamp _____

Student's signature :

DEADLINE FOR APPLICATIONS MARCH 15, 2011

Registration and program address:

*Stéphanie LORGEUX, ESCEM Tours campus
1, rue Léo Delibes BP 0535
37205 TOURS Cedex 3
FRANCE*