

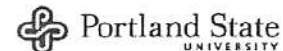
0401-1

UNDERGRADUATE SUMMER SESSION

Sustainable Development Corporate Social Responsibility

A joint Program of Portland State University and Euromed Management

A 3-week session
From June 14th - July 2nd, 2010.



You will see the world through different eyes...

As a participant in our Summer Program you will benefit from both courses taught by highly qualified international professors as well as improve your language skills in French. All this in a truly international environment, amidst cultural treasures and the French "savoir-vivre".

Courses

Managing the Sustainability-Inspired Enterprise

In this course, the term 'sustainability' addresses a systemic approach to developing and implementing business strategies that eliminate harm to ecological systems, enhance the health of social systems and create long term economic value. This course focuses on sustainability-inspired strategy that considers values-based leadership, systems thinking, stakeholder collaboration and community benefit as essential attributes of business competitiveness. The systemic approach of this course considers the (1) interdependencies of economic, social and ecological systems, (2) challenges and opportunities that the interdependencies place on businesses, and (3) strategic and operational approaches to overcome the challenges and capitalize on the opportunities.

Scott Marshall

Associate Dean, Graduate Programs and Research
Portland State University, School of Business,

Doing Business in Europe: A European Perspective on Business Marketing and Purchasing and Consequences for the Sustainable Economy

International marketing approaches typically take into account environmental differences and subsequently discuss the pros and cons of adapting or standardizing the marketing mix in an international context. In other words they essentially prone a modified "4 P's approach". This course goes a stage further and discusses the international marketing issue in more depth, and in particular the field of BtoB markets in Europe. At the heart of the debate is the relevance of the Marketing Mix model as compared to the relationship-based "Interaction" and "Network" models developed by European researchers better reflecting the reality of business markets in Europe as contrasted, for example with the US. These basic market differences translate as a need for alternative marketing tools and methods.

Robert Spencer

Euromed Management, Associate Professor of Marketing

Survival French

Animated by Interact, the Euromed Management International students association

0401-2

Company visits

Company visits will focus on Organic oriented companies and Sustainable Development.
Ex.: Organic vineyard, Domaine la Monardiere : <http://www.monardiere.fr/>

Cultural and sightseeing visits

Provence is renowned for its scenery, architecture, artists and food.
Your programme will include optional visits of Aix en Provence – Avignon – Les Baux de Provence – The famous Calanques coastline south of Marseille...

Other visits can be arranged.

Accommodation

Shared self-catering flats only 20 minutes from campus with easy access to public transportation.

Registration deadline: March 31, 2010

For further details, please contact:
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www.euromed-management.com/internationalsummerprogrammes

