



SUMMER LEARNING EXPEDITION

LEISURE AND LIFESTYLE

ENTIRELY TAUGHT IN ENGLISH
JUNE 17TH TO JULY 5TH 2019



Make an impact

SUMMER LEARNING EXPEDITION AT EDHEC

An opportunity to gain credit and learn about vital business environments while discovering the South of France.

LEISURE AND LIFESTYLE

Free time and affluence, available to more and more people, is creating many new services and products that cater to quality of life. The enjoyment of lifestyle pursuits requires not only production, but continuous consumption making the leisure consumer a vital aspect of mature economies.

The pursuit of quality of life is a consumer trend, particularly noticeable in European democracies where citizens benefit from more vacation days than the world average. Many of the key industries generated by leisure, cluster around well-being services such as nutrition, fitness and diet programmes, whereas others are packaged as touristic and pitched to affluent working populations with economic means, but little free time.

Jobs in these industries spawn careers ranging from the functional areas of marketing, financial analysis, strategic consulting and corporate communication to new economy niches such as social media management, alternative tourism, coaching, “agritainment & agritourism” and digital product development.



ACADEMIC PROGRAMME

The EDHEC summer learning expedition will examine a few mainstream players of the leisure economy, using models based in the region of Nice, Cannes and Grasse as live case studies of the companies and consumers that inhabit the leisure economy. Three focus courses will combine background literature, in situ learning and a consultancy based evaluation framework to become acquainted with this emerging part of today's economy.

◆ THE ECONOMIC CONTEXT OF LEISURE – 15 HOURS

This course will see leisure in terms of its macro-economic impact in France and in Europe. Providing a comparative framework for understanding growth markets in leisure and lifestyle products and services, the relative size and potential of different markets and different concentrations throughout France and Europe will be covered. This course will provide a general economic outlook on Leisure Markets in the 21st century (sectors, size, growth potential, key regions, key figures) drawing from a range of examples in lifestyle innovation, ecotourism, work/life balance trends and culture and the creative industries.

◆ CONSUMING LEISURE – 15 HOURS

This course will consider consumer analysis and market strategies for leisure and lifestyle considering new consumer profiles, ethics and sustainability trends as well as new service opportunities focused on the affluent and the retired. The course takes a panoramic view on consumer culture analysis methods, information gathering and emerging consumer socio-styles.

◆ LEISURE RESEARCH – 15 HOURS

This course takes a panoramic view of leisure and lifestyle and requires students to use the practical company visits to think about strategies and opportunities in these markets. With potential projects ranging from music events and sensation sports, to cultural and business tourism, projects can study “leisure” by examining communication strategies, techniques of retro-planning, consumer behaviour, growth opportunities and event management. Research based, this course is spread out over the summer learning expedition to guide students in collecting data, asking valid research questions and thinking about opportunities in leisure markets.

CORPORATE PARTNERS AND BUSINESS VISITS

EDHEC benefits from an extensive business network throughout France and Europe contracting our students as interns, hiring our graduates and providing professors with action-research topics at the heart of our learning model. Excursions are planned to take advantage of local resources on the French Riviera and the programme themes are woven into the numerous question/answer possibilities afforded during these special up-close business visits.



GALIMARD

Parfumeur en 1747

GRASSE EZE-VILLAGE

Parfumerie Galimard

Galimard has operated in Grasse, the world capital of perfume, since 1747, supplying the courts and aristocrats of France with the finest fragrances distilled from the region's natural abundance of flowers. Parfumerie Galimard has been honoring the same traditions as its renowned founder, Jean de Galimard, Lord of SERANON, and currently uses the same processes which made its name famous. The natural resources of Grasse are the company's main production emphasis: jasmine, rose, lavender, orange flower, and tuberose; all from which rich scents can be obtained for aesthetic, medicinal and lifestyle purposes. The use of traditional methods guarantees the material's incomparable fine quality. Galimard is a family-owned business, where the methods and materials of yesteryear are the source of contemporary creativity.

KNOW MORE ABOUT OUR PARTNER:

www.galimard.com



Sociétés MANE (Châteauneuf, France)

In 1871, Victor MANE started producing fragrant materials from regional flowers and plants. Since then, the small distillery has grown to become one of the leading Flavours and Fragrances companies worldwide. The company has continually been run by the MANE family.

Victor's sons Eugène and Gabriel modernised and developed the business internationally. Maurice MANE took over from his father Eugène in 1959. Under his leadership, the Company increased its production capacity, set up research and analytical laboratories, diversified into flavours for the food industry and developed its international network of subsidiaries.

In 1995, Maurice MANE retired to become Chairman of the Supervisory Board, while his eldest son, Jean, was appointed President of the MANE Group, and his other son, Michel, President of the Americas Region.

MANE employs 5,000 people in 34 countries.

25 Manufacturing sites and 43 R&D Centres.

KEY FIGURES:

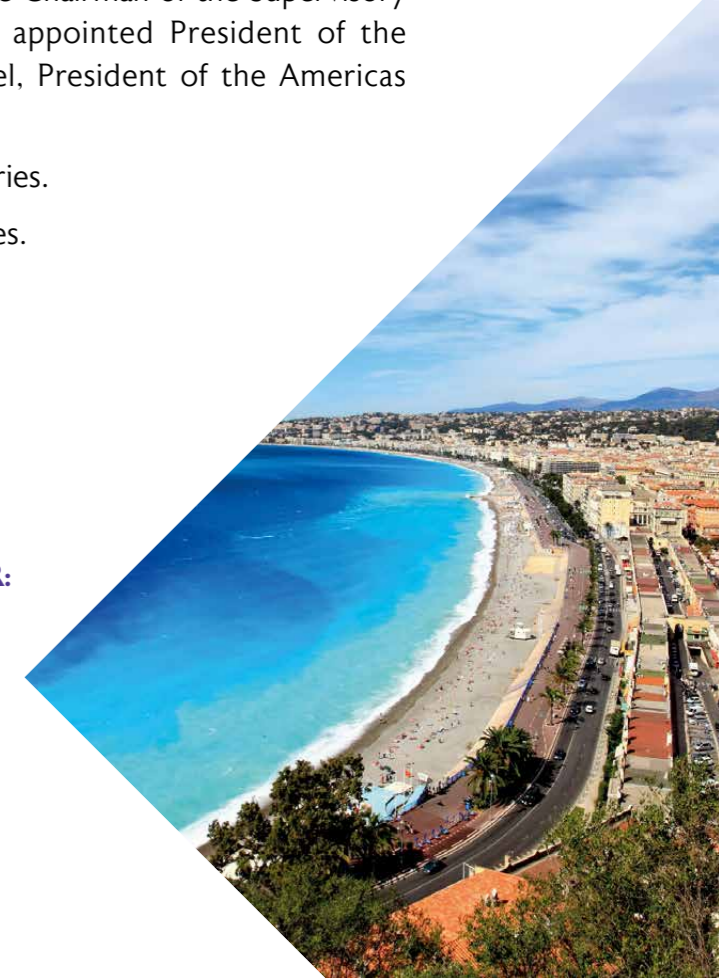
Continuous growth over the years

2016: €1,058 Million

2017: €1,155 Million

KNOW MORE ABOUT OUR PARTNER:

www.mane.com



PRACTICAL INFORMATION

◆ ADDITIONAL SERVICES / EVENTS

- Welcome & farewell gatherings
- One gastronomic experience
- Food tourism
(may include visits to olive oil mills, goat cheese dairy and farm, etc.)
- Guided city tour of Grasse with perfume factory and old town
- Business Tourism
- Bicycle tour

◆ FRENCH RIVIERA

A PERFECT DESTINATION FOR A SUMMER PROGRAMME

The Provence-Alpes Côte d'Azur region in France (French Riviera) bordering on Monaco is an ideal location for an academic and cultural summer learning expedition offering sea and mountain escapes, a warm climate and an internationally reputed cuisine.

A favourite tourist destination for Europeans, the South of France has been innovative in creating leisure and lifestyle offers for the occasional visitor as well as for permanent residents. The Nice airport is the second largest international airport in France with direct links to most capital cities worldwide.

◆ ADMISSION

Leisure and Lifestyle is open to upper bachelor level students in good standing (GPA at 3.0 or higher). Students are recruited via the current EDHEC exchange programmes as well as by application for international candidates with no previous ties to the school. Students must apply with transcripts and letters of nomination from their home university or a professional reference. Students may be asked to provide credentials in English – TOEFL, IELTS or TOEIC – to supplement their application.

The format is 45 hours of courses, divided into three modules of 15 hours. Each module has a separate evaluation. The entire summer learning expedition (three modules) is worth 6 ECTS or 3 International credits. Students not attending the entire course can receive a certificate of attendance, but no credit transfer will be made available.

HOW TO APPLY

Application form available to download on: summer-courses.edhec.edu/apply-now

Deadline for receiving application file: May 13th 2019.

◆ SERVICES TO PARTICIPANTS

Summer learning expedition participants will be guided and assisted by EDHEC's International Relations Office.

ACCESS TO

- Computer rooms with free wireless internet access
- Library facilities
- Administrative support

ACCOMMODATION

Registered participants will receive a list of different types of accommodation available near the campus, but students are free to use social media to inquire about typical prices and availability.

◆ PROGRAMME FEES

3-WEEK PROGRAMME - 6 ECTS (3 international credits):

- Tuition fees* €3500
- Service fees €500
- Total Programme fees €4000

*Tuition fees are waived for students nominated by EDHEC's partner universities and who participate in the summer learning expedition as part of the general exchange agreement. These students only pay the Service fees.

PROGRAMME FEES INCLUDE

Registration fees, a 1-month public transport pass for Nice, welcome & farewell events, cultural excursions & social activities, support from EDHEC's International Relations Office, course materials, transportation to company visits, a student card which provides access to libraries, computers, wireless internet, transcript & certificate.

VISA

Students without a European Union or EEA passport must have a visa to study within the summer learning expedition. EDHEC's International Relations Office will provide all registered participants an enrolment letter.

For further information regarding the visa application process, please contact the French embassy in your country of residence.

FEES DO NOT INCLUDE

Travel costs to & from France, personal insurance, accommodation, personal expenses, books, passports & visas, and anything not listed.

Payment of programme fees must be received to confirm registration to the summer learning expedition and to receive the enrolment letter, accommodation contacts and any documents eventually required to obtain the student visa.

CANCELLATION POLICY

For cancellation before May 31st 2019, a 50% refund will be made after receipt of the notification by email to kinga.bertoti@edhec.edu.

For cancellation as of and after June 1st 2019, no fees are refundable.

Fees paid for the current summer learning expedition cannot be transferred to the next year.

EDHEC SUMMER LEARNING EXPEDITIONS

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