

# THE VIEW FROM #27



**IAU COLLEGE**

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*School of Business & International Relations | Spring 2018 Newsletter*

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*Students from Prof. Shawn Simpson's Business Ethics Class visit The Camp.*

## **SPRING 2018 NEWSLETTER**

The spring 2018 semester has been a busy one for the students and faculty of the IAU School of Business & International Relations. Our lecture series, which brings in Mediterranean-area subject matter experts to speak to our students and community, has provided a fruitful dialogue on a variety of issues like sustainable development, climate change, and gender discrimination. On March 28-29, we hosted a conference on Track 2 Diplomacy in the 21st Century where panels discussed the role of non-state actors in conflict resolution in Northern Ireland, Bosnia, & Syria.

We are very pleased with the spectrum of opportunities and activities we present to our students. From strictly business and finance majors to biology majors, we have something for everyone! Our goal is to give our students a fully-immersive experience that allows them to expand their worldview so that they can return to their home institutions with a decidedly more international perspective on business and current affairs.

As we move into the summer sessions, we will be welcoming faculty-led programs from several US institutions. We've also just recently launched a summer internship program that will place students with nearby French businesses during 8 weeks. This is an excellent opportunity for students to learn the intricacies of European business while improving their language skills.

Here's to warmer weather! Hope to see you soon in Aix!

## **BUSINESS CLASSES HEAD TO START-UP INCUBATOR**

Students from our Business Ethics, Business French, & Economics of the European Unions classes recently visited **The Camp** ([thecamp.fr](http://thecamp.fr)). Located just outside Aix-en-Provence, The Camp is an incubator, accelerator and think tank for new ideas and innovations aimed at making the world a better place. Students, designers, coders, startups and international companies interact and exchange in this eco-friendly environment. Our students got a first-hand look at intercultural collaboration and the growing startup culture in Provence.

We look forward to working more with The Camp in the future!



A view from the pool of Les Lodges, a 4-star spa hotel near Aix.

## LUXURY BRAND MANAGEMENT

The Luxury Brand Management class, led by Professor Samantha Mureau, has gone on two different excursions this semester to complement their study of the luxury market in Southern France. For their first visit, they headed to the Four Star Spa Hotel, **Les Lodges**, tucked out in the hills of Aix-en-Provence and with a wonderful view of the Mont Sainte-Victoire. The aim of the visit was to see a luxury hotel and to analyse it from the initial reception "welcome" and service, through to the layout of the hotel, the hotel suites, the decor of the hotel, the spa and the swimming pools, the Michelin star restaurant and the luxe vibe. They then headed on a perfume survey in Aix with the aim of seeing how perfumes are able to stand out in the rather busy crowd of a fragrance and cosmetics store such as Sephora. The focus was on differentiating the High End Luxury brands from the "masstige" in terms of marketing, visuals, pricing and fragrance.



## STAGIARE SPOTLIGHT: ICELA LEE

Home University: **UT AUSTIN**  
Hometown: **Katy, TX, USA**  
Major: **Economics**  
Minors: **Intl. Business**

Icela interns at **French Side Travel** ([frenchsidetravel.com](http://frenchsidetravel.com)), a travel agency based in Aix that specializes in tailor-made tours in France. Here's what she had to say about her experiences so far:

*"My experience at French Side Travel has been enriching. My responsibilities include managing the Instagram platform, contacting partner agencies in the United States, and translating French texts into English. French Side Travel is in the process of changing their brand and I'm glad to be here to see it happen and do my part by reshaping it on social media. The French Side Travel team is very talented and know a great deal about tourism, marketing and France. It's been great working with the owners and seeing the vision they have for their agency. Serving them as an intern has taught me many transferrable skills that I can't wait to put to use for the rest of my career."*



## LECTURE RECAPS

The School of Business & International Relations held the following lectures this semester:

*"Beyond the Paris Agreement: Sustainability by Subnational and Corporate Actors"*  
- **Sumin Sohn** 08/02/18

*"Economic Development and Collaboration between Europe and Maghreb"*  
- **Nazim Sini** 22/02/18

*"The Climate is Changing: Food and Agriculture Must Too"*  
- **Materne Metz** 22/03/18

*"Track 2 Diplomacy in the 21st Century"*  
- **Conference** 28-29/03/18

*"Gender Discrimination: Intercultural Think Tank"*  
- **Shawn Simpson** 05/04/18

**Thank you to all who attended our lecture series!**

**We look forward to the fall series!**



A panel on Syria, moderated by Prof. Aboubakr Jamaï, takes questions from the audience.

## IAU HOSTS TRACK II CONFERENCE

On March 28-29 IAU brought together nine specialists in non-violent conflict resolution from **Bosnia, Northern Ireland** and **Syria** to discuss **Track II diplomacy**. Track II diplomacy is used to describe unofficial efforts led by non-state actors to encourage the peaceful resolution of conflict. Once viewed with suspicion by traditional diplomats, Track II Diplomacy has become an accepted part of a diplomatic landscape transformed by globalization, the explosion of non-state actors on the international scene, and the dizzying rise of connection technologies.

Whether it was **Monica McWilliams** discussing how she built a women's coalition for peace in Northern Ireland, or Amb. **Cameron Munter** examining how the EastWest Institute works behind the scenes to head off future conflicts, the conference was a chance for IAU students to learn from eminent practitioners of Track II Diplomacy about how it contributes to building the conditions of peace. IAU Master students in international relations helped develop the program, and all the participants appreciated the time given over to dialogue with each other and with students.



Conference organizer, Prof. Philip Breedon (left) poses for a photo with keynote speaker Dr. Cameron Munter (center; EastWest Institute) and IAU Resident Fellow Dr. Mietek Boduszynski (right).

## CONFERENCE PARTICIPANTS

### Paul Arthur

Professor of Politics, Emeritus  
Director of the Graduate  
Program in Peace and  
Conflict Studies, Ulster  
University

### Caroline Ayoub

CoFounder and Project  
Manager - Radio SouriaLi

### Kurt Bassuener

Senior Associate of the  
Democratization Policy  
Council  
PhD Candidate/Fulbright  
Scholar, University of St.  
Andrews

### Prof. R. Bruce Hitchner

Professor of Classics and  
International Relations  
Director, Archaeology  
Program, Tufts University

### Pat Hynes

Glencree Centre for Peace  
and Reconciliation and  
Adjunct Faculty, Edward M  
Kennedy Institute for Conflict  
Intervention, Maynooth  
University

### Salam Kawakibi

President of Arab Center for  
Research and Policy Studies

### Srećko Latal

Political Analyst and Regional  
Editor, Balkan Investigative  
Reporter Network, BIRN

### Prof. Monica McWilliams

Transitional Justice Institute,  
Ulster University

### Amb. Cameron Munter

President, EastWest Institute