

THE VIEW FROM #27



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School of Business & International Relations | Fall 2017 Newsletter

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WELCOME

Bonjour! Welcome to the IAU College School of Business & International Relations Fall 2017 Newsletter. We will be sending this newsletter out regularly to inform the community about the exciting things happening at #27 Université.

With 17 classes and over 50 enrolled students, we have been quite busy this semester. Our internship program continues to grow. This semester we placed twenty students with local businesses, where they earn course credit while working on real-world issues related to their interests and career paths. See Page 2 for a profile of one of these students!

Looking ahead, we have a variety of exciting events on tap for the remainder of the term. On November 30, IAU is hosting a professional development conference for professionals and students from the Aix-Marseille area. At the end of the month, the School of Business & International Relations will be sending five students to CESI Business School in Lyon to participate in an innovation competition where they will work with French students from a variety of backgrounds to solve contemporary business problems. Look for a detailed writeup in our next issue!

Enjoy the remainder of the autumn season!

- Pascale Schaaf
Coordinator of the School of Business & International Relations

INTERCULTURAL MANAGEMENT VISITS ITER

The ITER Organization welcomed the IAU Intercultural Management students of Professor Shawn Simpson on 9 October for a site visit and discussion session with top managers. After an overall presentation of the international fusion energy project, the students were able to ask questions on cultural approaches to management, challenges and benefits of managing international teams and personal experiences to Indian, American, Japanese, German and French staff.



BUSINESS STUDENTS VISIT OCCITANE

On Friday, October 13, 30 students of the School of Business went on a guided tour of L'Occitane en Provence, a leading world-wide skin care products company based in Manosque, France. We visited the factory, museum, gardens and gift shop. For many it was their first time visiting a factory. We learned about L'Occitane's manufacturing process, laboratories, production and packaging lines. Last but not least we learned about L'Occitane's corporate social policy (fair trade, sustainable development efforts and its foundation to raise funds for women in Burkina Faso, where L'Occitane sources its Shea butter, and free eye care treatments around the world). From a tiny village in the middle of Provence to a world-wide success story: a very interesting lesson.

UPCOMING EVENTS

Mark your calendars for the following SBIR events :

An American Entrepreneur in France Lecture - 28/11/2017

Professional Development in International Organizations Seminar - 30/11/2017

Economic Development & Cooperation between Europe & Maghreb Lecture - 13/12/17



STAGIARE SPOTLIGHT: EMMA HAGAN

Home University: **Grove City College**

Hometown: **Nazareth, PA, USA**

Major: **French**

Minors: **Business & Intl. Relations**

Fun Fact: One of Emma's life goals is to be trilingual, maybe even a polyglot someday!

Emma interns at **Génération Voyageurs** (generation-voyageurs.fr), a startup travel agency based in Aix that specializes in tailor-made tours in France and Europe. Here's what she had to say about her experiences so far:

"My responsibilities at the internship mainly consist of managing our social media platforms and creating content, translating French texts into English, and being an American 'consultant,' for lack of a better word. I try to think about what would make an American or English speaker click on our Facebook posts or what would attract them to visit our website. We're trying to make ourselves known as a travel agency that offers tailor-made trips that take visitors off the beaten path. I'm doing all I can to invite people to see who we are and what we have to offer."

LECTURE SERIES RECAP

Here's a sampling of lectures given so far this semester :

LES SALARIES ET LES TECHNOLOGIES DE L'INFORMATION ET DE LA COMMUNICATION with

Frédérique Chopin, Professor at Aix-Marseille University

Silicon Provence: Founders Stories in the French Startup Ecosystem with Amaury Khelifi, French Tech Entrepreneur

Climate is Changing - Food and Agriculture Must Too with Materne Maetz, Former FAO Agricultural Economist



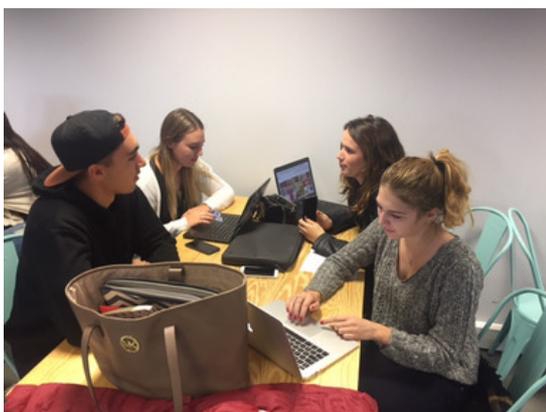
NEW HORIZONS : IAU BUSINESS STUDENTS PARTNER WITH FRENCH COUNTERPARTS

Have you ever wanted a true glimpse into the daily life of a city while you were traveling? Have you ever wanted to “do as the locals do”?

For many, the chance to have meaningful cultural interactions with other members of the community is the highlight of any international trip, and it’s something that our students tell us they love most about studying abroad.

This semester IAU launched an exchange program called ‘Cross Cultural Connections’ with French students from local universities in the Aix area. Both the American and French students have spent the semester learning about each other’s cultures while collaborating on a project discussing world views and social differences. So far, four business classes have participated in the cultural exchange, each doing a project catered to their own specific curriculum.

This is a great benefit to our American students who have been craving opportunities to make lasting friendships while abroad and to indulge in French culture at an even deeper level. It also provides a chance to work with students who offer different perspectives that could really benefit to the overall group’s ideas and points. It is our hope that the project also develops useful management and communication skills that will be invaluable for today’s globalized workplace.



REQUEST FOR CONTENT

Have an interesting idea for our next edition?

Know of a student or professor we should profile?

Send your content to joseph.earsome@iau.edu so that we can include it in a future issue!

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Keep up to date with all of our latest news and events!

