IAU HOSTS INTERCULTURAL WORKSHOP

Over 100 participants from 20 nationalities gathered at IAU on 30 November for the 9th annual Intercultural Seminar, presented by Agence ITER France, to learn more about Professional Development in International Organizations. The participants included students and professors from the Masters in Management Programs at Aix Marseille University, students in Intercultural Management from IAU School of Business and International Relations, and corporate professionals from ITER, Airbus Helicopters, and the Sustainability Test. The seminar started with an introductory panel made up of management experts from the United States, China, India, Kyrgyzstan, and the United Kingdom to frame the evening within a global perspective. Those in attendance then split up into four different workshop groups that focused on Corporate Social Responsibility, Technical Training, Sustainability Literacy, and Intercultural Professional Development. The evening concluded with a "mise en commun" and a final sharing of best practices.

IAU student Grant Kelly had the following reflection on the evening: "The overflow of ideas and opinions expressed during this conference was thought provoking and led to many ah-ha moments. The conference was informative, motivational, and served as a reminder that we should all be eager to learn new skills, knowledge and abilities in our pursuit of personal and professional excellence."

INTERCULTURAL MANAGEMENT STUDENT PARTNERSHIP

The students in Intercultural Management at IAU with Professor Shawn Simpson have been sharing experiences with the French Master’s students in CSR of Aix Marseille University throughout the semester. From attending courses in the most recent Stereotyping Research in Neurosciences to French laws on Discrimination and Employment, the IAU students have been able to understand the cultural contexts, share their views with their French peers and understand the different contexts involved in managing international teams.
BUSINESS STUDENTS ON THE MOVE

In keeping with their spirit of discovery, the Business French class embarked on several field trips this semester to complete their curriculum on the inner-workings of the French economy. They recently visited PopUp House (http://www.popup-house.com), a leader in passive construction in France, the renowned soap fabricator la Grande Savonnerie (https://www.facebook.com/ateliersavonnerie.aixenprovence) and Olivier & CO (https://www.oliviers-co.com/fr/), an haut-de-gamme olive oil producer.

The Global Brand Management course has been active as well, with 2 field visits. They’ve visited Le Pignonet hotel and Hermès Aix-en-Provence store, which represent at different levels relevant french successful stories in terms of brand management. The focus has been put on the segmentation of these brands’ customers market and also on their brands’ differentiation strategies regarding their direct and indirect competitors.

STAGIARE SPOTLIGHT:
EMILY WEIDER

Home University: Elizabethtown College
Hometown: Coopersburg, PA, USA
Majors: French & History
Minors: Intl. Studies

Fun Fact: Emily’s favorite cheese is Brie.

Emily interns at Bibliothèque Méjanes, the Municipal Library of Aix-en-Provence.

“I am lucky enough to work in the adults’ section of the library and in the special collections. With the “adults,” I return books, organize the shelves, and sort materials for repair or recycling. Given the library’s re-organization, my tasks frequently change, and I’ve had the opportunity to learn a little bit about everything librarians do. In the special collections, by contrast, my responsibilities focus on inventorying and preserving ancient documents. I have also contributed minor translations from French to English and from English to French to facilitate foreign researchers’ access to the impressive resources at the Méjanes. Thanks to my internship, my vocabulary now includes library-science terminology in French and English.”

UPCOMING EVENTS

Mark your calendars for the following SBIR events:
Economic Development & Cooperation between Europe & Maghreb Lecture - 13/12/17

Make sure to attend this final lecture of the year! It promises to be very interesting and informative!

The IAU School of Business & International Relations wishes you a pleasant holiday season!

J - TERM TRIPS:
SBIR IN ACTION

The School of Business & International Relations is pleased to offer two January Term study trips this year:

American Diplomacy
December 28 – January 14
Morocco, Belgium, & France

International Business
December 28 – January 14
Morocco, Belgium, Germany, & France

Check out our January issue for a recap of these exciting trips!
48 INNOVATIVE HOURS IN LYON

Between November 30 and December 1, five IAU students, accompanied by Professor Pascale Schaaf, participated in le challenge 48h pour faire vivre des idées at INSA (one of France’s top engineering schools) in Lyon. The students were divided into separate teams with French students. Each team then had 48 hours to create a solution to a unique problem proposed by a French business. Two IAU students were on winning teams – Kris DiNardi and Nina Conner. Congratulations to all involved!

"The 48-Hour Innovation Competition at Lyon was a truly eye-opening experience. For three days, we worked in small teams on a challenge given by one of the event’s sponsors. This challenge required to expand the possibilities of their technology into a new and creative product. Throughout the competition, we worked alongside French and other international students with this innovative goal in mind. In the end, all of our hard work paid off — in one way or another — from practicing our French to winning the Coup de Coeur for our product." - Kris DiNardi

Participants: Nina Conner (Juniata College), Kris DiNardi (Ithaca College), Joseph Earson (IAU Masters Student), Jeannine Erickson (St. Catherine University), & Kerstin Westerlund (California Lutheran University).

OUR TWO WINNERS: KRIS DINARDI & NINA CONNER

Unfortunately, they are sworn to secrecy about their projects. However, rest assured, the French companies are putting their ideas to good use!

IR STUDENTS VISIT GENEVA

November 26-29: IAU International Relations students visited Geneva for a dive into the world of international organizations. With visits to the UN, the ICRC, the IOM, the WTO, the UNEP and the US Mission to the UN, students had a chance to engage in dialogue with experts, diplomats, activists and scholars about the many challenges facing the international community. At times sobering, at times inspiring, the visit to Geneva is an eagerly awaited annual event for IAU students.

We will be posting a video summary of the 48 Hours Competition soon on our Facebook Page: IAU School of Business & International Relations.

Stay tuned for updates!