European Management
– a postgraduate elective in France

*Study one elective in one week in January 2009.*

The Graduate School of Business European Study Intensive is offered in conjunction with our partner university, Grenoble Ecole de Management, which is located in the southern French Alps region. It is a 12 credit point course and will run from Wednesday 14th January to Tuesday 20th January in 2009.

**Objectives**

This course seeks to impart and develop a range of perspectives and skills for individuals to explore the complexities of working and managing a business in Europe.

The course will address and seek to raise awareness of cultural norms and etiquette in France. A particular focus will be the management and leadership approaches used within France, and how these differ from approaches used in Australian organisations. The course will also examine the European Union and how business practice is facilitated across the diverse member states.

**Academic content**

At the end of this course students will have developed:

- An appreciation of the cultural norms of France and the European Union
- The ability to use cross cultural awareness as a means of analysing and understanding cultural differences.
- An insight into the French economy.
- An understanding of management and leadership practices in French organisations.
- An understanding of the European Union as a social and economic entity.
- An understanding of the relationship between Australia, France and the European Union.

**Assessment**

- You will be required to attend two workshops (1 and 3 December, 5.30 - 8.20 pm) prior to leaving for Grenoble and one workshop on your return from Grenoble to complete this course.
- Assessment tasks may include group presentations, a business report, a reflective journal and an individual assignment.

**Itinerary**

Information about the five day program will be provided at pre-departure briefings. Further details concerning the course BUSM 2169 European Management can be found on the RMIT website.

The postgraduate group will be accompanied by RMIT University staff members, however they should not be seen as tour guides, rather they are course leaders to assist you in maximising your study experience.

**Cost**

The normal course fee for postgraduate electives, currently at $2,520.00 applies for this course. Additional costs include: airfares, taxes, insurance, accommodation, meals and incidentals. Further information and suggestions concerning minimising these expenses will be provided at the information sessions.

**Eligibility**

This course is available for credit to postgraduate students only. Students should recognise that this is a single 12 credit point course. Partners are welcome to accompany their spouse/partner. For further details please contact Associate Professor Erica Hallebone erica.hallebone@rmit.edu.au.

**How to apply**

The Graduate School of Business (GSB) Application and Release Form can be obtained from www.rmit.edu.au/bus/gradschool/studytours

This must be submitted along with an Enrolment Variation Form by Friday 29 August 2008. A personal or bank cheque for $200.00 is required as a holding deposit with the forms (refundable upon return).

**Classes**

Classes will commence at the Graduate School of Business, Grenoble, on Wednesday 14 January and conclude on Tuesday 20 January 2009. Students must be in Grenoble at the nominated accommodation by Tuesday 13 January.

**Further information**

Email: jodi.dowley@rmit.edu.au
Web:  www.rmit.edu.au/bus/studytours
       www.rmit.edu.au/bus/gradschool/studytours

**Information session**

Monday 11 August - 5.30 - 6.30 pm
RMIT Building 158 (300 Queen Street, Melbourne),
Ground Level, Room 2B

Disclaimer: The information in this brochure was correct at the time of printing. The School reserves the right to alter this information without notice. You are advised to check with the tour leader for any changes prior to making an application. May 2008.

Prepared by Graduate School of Business and RMIT Business Marketing and Business Development Unit, RMIT University - GPO Box 2476V, Melbourne, VIC 3001.

CRICOS Provider Code: 00122A.

Photos: FRONT - Cable Car (Nick Atkins Photography), Dusk (Dian Karlina), View of Grenoble from Cable Car (Deepak Singhji), Artificial Lake (Kiran Shankar); BACK - Ecole de Management; Quais de Grenoble (B Kopp)