



SUMMER IN PARIS, FRANCE

French Language, Culture, Business & Luxury Goods/Fashion



OVERVIEW

PROGRAM DATES

May 17 - June 16, 2019

APPLICATION DEADLINE: March 10

Application instructions can be found at:
www.KEIabroad.org/apply-now/

PROGRAM FEE: \$4,750

- Tuition and academic fees
- Housing in shared student apartment
- Cultural excursions and activities
- Pre-departure guides and advising
- Onsite Director and support
- Airport welcome and transfer to campus
- Comprehensive orientation
- Medical and travel insurance
- 24/7 emergency assistance
- Use of mobile phone

WEBSITE: www.KEIabroad.org

LOCATION

Paris is the capital of France and a major cultural, political and economic center of Europe. The “City of Lights,” as many call it, epitomizes the French spirit. Without a doubt, Paris is one of the most romantic and iconic cities in the world. Images of the Eiffel Tower, the Louvre, broad boulevards and romantic bridges have permeated the global consciousness. The city’s glamorous architecture, art, theaters and cuisine have a profound influence throughout the world.

UNIVERSITY

The Institut de Gestion Sociale (IGS) is one of France’s most dynamic private universities. IGS consists of 10 schools and over 3,000 students. The campus is situated in central Paris, five minutes from the Gare de l’Est train station. KEI students study at the American Business School (ABS), a unit of IGS.

**Created in cooperation with faculty
from the following universities:**

Fairmont State University
West Liberty University
Clark Atlanta University
Glenville State College
Marshall University
Morehouse College
Shepherd University



ONSITE DIRECTOR

DR. DANIELE KATZ

Daniele was born in Strasbourg but has been living in Paris for many years. Daniele earned a Ph.D. in Anglophone Studies from Université de Paris III, and speaks French, German, Greek, Russian, Spanish and English. Students find Daniele to be welcoming and reliable. She enjoys hosting students at her home for dinner parties.



FIELD STUDIES

Below are the most commonly organized field trips. KEI reserves the right to change excursions for destinations of equal value.

- ✓ Paris City Tour (orientation)
- ✓ Versailles (day trip)



HOUSING & MEALS

Students live in shared apartments. A typical apartment consists of a sitting area, kitchen and two to three double-occupancy bedrooms. Apartments are furnished and shared with other students. Students may also request homestays. Living with a family is a great way to learn about French culture and improve French proficiency. Cafes, grocery stores and bakeries can be found throughout Paris.



ACADEMICS

The curriculum focuses on French language, culture, business and luxury goods/fashion. The program is a cooperative between KEI and the Higher Education Policy Commission of West Virginia (HEPC, which oversees the public universities in West Virginia), and hosted by the American Business School of Paris (ABS) at the Institut de Gestion Sociale. Students can enroll in up to 2 courses for a total of 6 credits.

- ✓ HUMA 200 French Civilization (3 credits)
- ✓ FREN 110 Elementary French (3 credits)
- ✓ FREN 220 Intermediate French (3 credits)
- ✓ MKTG 240 Consumer Behavior (3 credits)
- ✓ MKTG 400 Creating & Developing Luxury Brand (3 credits)

French Civilization serves as a regional studies course, which familiarizes students with French culture. Academic credit is awarded by ABS (accredited in France).



For more information, visit: www.KEIabroad.org