

# Explore European Diversity

## Summer School

### Theoretical outlines

The subjects described below will be addressed during the 3-week 'Explore European Diversity' Summer School and, to enhance students' practical experience, linked to a field trip to the European institutions and company visits.

#### *1. Subjects addressed during the whole programme*

#### **EUROPEAN HISTORY & POLITICS**

We will provide an overview of the political construction of Europe. Students will go through the foundations of European construction and, beyond, the subsequent historical events that took place on the European continent. They should therefore be able to understand the development of European history in general and the construction of the European Union in particular.

Alongside the study of the historical facts themselves, students will be led to discover a series of fundamental texts (writings, declarations, legal texts, reports, among others). By combining historical knowledge and the discovery of fundamental texts, they will understand the profound meaning of European construction, while developing their opinion on the question.

#### **EUROPEAN LAW**

Building on basic instruction in EU law, we will bring students up to the level where they could handle institutional EU law matters. Several topics will be addressed: the 'horizontal' division of competences between the institutions of the European Community (including legislative and administrative decision-making), the 'vertical' division of competences between the European Community and the Member States (principles of legality, subsidiarity, etc., both in the internal and external context), the judicial enforcement of European Law (infringement proceedings and claims before national courts) and the position of the citizens in the European legal order (fundamental rights, review of EC/EU action).

## HUMAN RIGHTS

We will provide a general overview of the key practical issues associated with human rights . To this end, we will capitalize on the basic knowledge already acquired in this field by students, directly or indirectly, throughout their curriculum. The approach will be inclusive: for each section of the course, the contribution and the specifics of all spheres of human rights protection (domestic, regional, universal) will be covered. Yet, the sphere of the Council of Europe (European Convention on Human Rights) will be of particular relevance.

The subject will be divided into the following sections: a general introduction, followed with human rights institutions & mechanisms, then the substantive and procedural aspects of human rights.

## INTERCULTURALISM AND MANAGING DIVERSITY

We will develop an understanding of the challenges of inter cultural management and the effective skills required for managing diversity. Employees are increasingly expected to deal with diverse workforce representing different cultures and countries at the workplace and thus to learn and acquire new skills to deal with the challenges of diversity and inter cultural management. Keeping this in view, the subject is designed to equip students with relevant knowledge and skills in these areas.

Outcomes:

1. Understand socio cultural dimensions of diversity
2. Use framework of cultural diversity to understand issues in intercultural context
3. Learn to manage cross cultural diversity
4. Critically analyze cultural differences and their impact on the business environment and argue in support of cultural sensitivity in intercultural interactions

## POLITICAL ECONOMY IN THE EU

We will familiarize students with basic economic mechanisms by analyzing individual behaviour (microeconomics) and general behaviour (macroeconomics):

- General introduction: definitions and basic concepts.
- Microeconomic approach: theory of demand, theory of production and costs, perfect competition, monopoly, monopoly and price discrimination, natural monopoly, oligopoly and monopolistic competition.
- Macroeconomic approach: national accounting, consumption and investment, national income equilibrium, budgetary policy, international trade, unemployment and inflation.

## **SOCIETY AND MIGRATION IN EUROPE**

Introduction to key theories and concepts in the sociology of immigration and integration (assimilation, citizenship, culture, ethnicity, interculturalism, racism, transnationalism, asylum, migration)

We will focus on a multi-disciplinary approach and familiarize students with the diversity in approaches to the subject.

Our objective is to allow students to have a greater familiarity with the different approaches on the issue of migration. Students should develop a reflection on these issues that is both theoretically and empirically grounded.

## **SUSTAINABILITY IN EUROPE**

Referring to the current world context (multi-polar world, increasing awareness for global environmental and social challenges, technological (digital) revolution...), this subject will be dedicated to a better understanding of the concepts of strategic management in relationship with the concept of Sustainability.

We will raise awareness amongst students regarding the increasing importance of considering economic, but also social and environmental aspects, in cities and specific territorial ecosystems (including governments, businesses, research centres and citizens).

We will propose multidisciplinary views on key challenges and solutions in the field of Sustainability.

## *II. Subjects addressed during the last week of the programme – Business related topics*

### **D&I – A PROFESSIONAL FOCUS**

Students will learn the bases to understand and control a policy of human resource management, which takes into account the stakes related to the increasing diversity of the personnel, of the labour,

customer

and

user.

- What is management of diversity and why applying it?
- Characteristics to be taken into account: gender, national origin, culture, disabilities, age, homosexuality, physical appearance
- Management of diversity, action plan to the equality, positive actions and positive discriminations
- Diagnosis of the representativeness and discriminations
- Making of action plan and indicators necessary to the follow-up
- Identification of practices linked with the HRM

## GENERAL MARKETING – A EUROPEAN APPROACH

We will present the principles of marketing and, more specifically, will seek students to achieve the following objectives:

- Highlight the context and the marketing challenges companies face
- Show the importance of customer orientation
- Present and be able to apply marketing strategy and planning
- Apply the marketing concepts to real business issues
- Tease the sense of observation related to marketing issues
- Provide the necessary tools and process to conduct marketing research

## INTERNATIONAL TRADE ECONOMICS

We will familiarize students with economic reasoning applied to international economic relations. Using economic models, we will introduce students to the economic logic behind trade policies and the effect of international business on countries and individuals.

Students should understand the main reasons for observing trade flows between countries, be able to explain the impact of globalisation on income distribution and the possible effects on trade policies, be able to explain what trade policy instruments countries can use and their effects and finally be able to establish how firms will be impacted by foreign competition and how they can adapt themselves.

## SUSTAINABLE APPROACH OF SUPPLY CHAIN

Interest in supply chain management has grown rapidly over the past several years, and continues to grow. Supply chain management is defined as a set of approaches utilized to efficiently coordinate all the organizational units along a supply chain in order to improve the competitiveness of a supply chain as a whole. Logistics management is that part of supply chain management that plans, implements, and controls the effective flow and storage of goods, services, and related information in order to meet customer requirements.

We will address the fundamental topics of logistics and supply chain management: supply chain network design, distribution strategies in supply chains, production process design and facility layout, aggregate production planning, managing inventories in supply chains, master production scheduling and material requirements planning, value of information in supply chains.

Furthermore, the subject will also focus on the sustainable dimension of Supply Chain, which has become a cornerstone to any company that seeks to achieve sustainable goals and be associated with a strong collaboration between all supply chain stakeholders, towards a sustainable activity.