

Call for Application
for Erasmus+ Teaching Mobility
at the Université Catholique de Lille

Deadline for application: 15 December 2018

Application procedure:

Email CV + draft course proposal (from 5-10 lines to detailed description) to erasmus@univ-catholille.fr

Global Economies – Business and Culture

Topics:

- General context of the European/Global economy/economies (Brexit, challenges, opportunities, others...)
- How to do Business with... (a country or world region, particularities)
- Culture and Business (how culture, territories, traditions... impact international economies/ possible conflicts – for instance: traditional costumes within luxury brands of clothes...)
- Import/Export issues, supply chain of products, fair trade...
- Others

Target Students: the main audience of the course will be Bachelor and Master students registered at [ESTICE School of Business](#).

Language of instruction: English

Duration: one week for a minimum of 8 hours of teaching

Dates: 11 to 15 February 2019

International Marketing and Communication

Topics: Main channels of international communication; challenges; building an international communication strategy, comparing advertising campaigns in different countries.

Target Students: the main audience of the course will be international Bachelor/undergraduate students registered at the European Summer Program of Université Catholique de Lille.

Language of instruction: English

Duration : 1 week a minimum of 8 hours of teaching

Dates: 27 May to 26 June 2019

Renewable Energies

Topics: Sustainable Development, Renewable Energies

Target Students: the main audience of the course will be international Bachelor/undergraduate students in Science and/or Engineering registered at the European Summer Program of Université Catholique de Lille.

Language of instruction: English

Duration : 1 week a minimum of 8 hours of teaching

Dates: 27 May to 26 June 2019 and/or 28 June to 26 July 2019

Corporate Culture, Human Resources and Innovation

Topics: Processes, cultural factors and HR tools that foster innovation. History of management and organizational behavior. Cultural influences on innovation. Attitudes to change.

Target Students: the main audience of the course will be international Bachelor/undergraduate students registered at the European Summer Program of Université Catholique de Lille.

Language of instruction: English

Duration : 1 week a minimum of 8 hours of teaching

Dates: 28 June to 26 July 2019

Introduction to European Studies: History, Politics and Society

Topics: European Union; European Integration; Europe and the rest of the world; Environment; Education; Human rights and minorities.

Target Students: the main audience of the course will be international Bachelor/undergraduate students registered at the European Summer Program of Université Catholique de Lille.

Language of instruction: English

Duration : 1 week a minimum of 8 hours of teaching

Dates: 28 June to 26 July 2019