

Place Plumereau in Tours



Touraine, with its rich history, its famous gastronomy and its chateaux is an invitation to pleasure and discovery. Tours, its capital, is located 55 minutes from Paris by TGV. Far from being a museum city, Tours stands out because of its diversified economy. This economy has cutting-edge industries (electronics, plastics-metallurgy, printing, and packaging), is a leader in the pharmaceutical sector, and has large service, trade, and massmarketing sectors. Tours is a typical university city: vibrant, definitely looking to the future and culturally oriented. Among the "must sees" in Tours are: the Vinci International Convention Center, where large business and cultural events take place; the Place Plumereau to spend a pleasant evening at one of its many bars & restaurants, as well as 78 Castles and Historical Monuments (Chambord, Chenonceau, Amboise). Hikers, cyclists and horseback riding enthusiasts can take advantage of their preferred facilities to discover the landscape around the Loire, and Cher Valleys.



Contact information:

Stéphanie Camlann, Logistics coordinator
+33 247 71 71 32
scamlann@escem.fr

Anne Le Tiec-Blakiston, Program coordinator
+33 247 71 71 07
ablakiston@escem.fr

550 Euros for partner-university students

ESCEM School of Business
and Management
Tours Campus
1, rue Léo Delibes
BP 0535
37205 TOURS CEDEX
France

escem

GRUPE ECOLE SUPERIEURE DE COMMERCE
ET DE MANAGEMENT TOURS - POITIERS

SUMMER PROGRAM

**WELCOME
TO TOURS,
FRANCE**

ESCEM SUMMER



**"DOING BUSINESS
IN EUROPE"**

JUNE 16th TO 30th

As part of your MBA program, ESCEM, School of Business and Management, France, allows you to validate 3 credits towards your MBA in just two weeks. You will follow classes on European Management issues, learn about the European and French culture and enjoy the idyllic setting in the heart of the Loire Valley.

Classes will include:

- Two fifteen hours courses in different aspects of European Business (to be confirmed early 2007)
- French and European civilization :
 - Renaissance period-conference
 - French gastronomy conference
 - Introduction to French as a foreign language



ESCEM, TOURS Campus - France

Cost:

Program fees:

- 550 Euros for partner-university students
- 2500 Euros for non partner-university students

Program fees cover:

- Accommodation for one person
- Weekday lunches & selected evening meals
- 45 hours classes & visits (tuition fees for partner-university students are waived)

Program fees do not cover:

- Transportation to and around Tours
- Other meals
- Personal expenses



Chambord Castle

Applications:

More detailed information can be obtained from our website: <http://www.escem.fr/Default.aspx?tabid=579>

All applications must be validated by your home university in order to guarantee credit transfer.

Application deadline: March 15th 2007

The Clos Lucé



Field trips will include:

- The Clos Lucé (Leonardo da Vinci's home in Amboise)
- Chambord Castle
- Winery in activity
- Visit of a firm
- Guided visit of the city of Tours

Wine-tasting

