



INTERNATIONAL SUMMER BUSINESS UNIVERSITIES

2022



**OUR WORLD IS BUSINESS
OUR BUSINESS IS THE WORLD**
www.fsa.ulaval.ca/ISBU

Faculty of Business
Administration



**UNIVERSITÉ
LAVAL**

PREPARE YOURSELF TO BE DAZZLED!

By far the most European destination in North America, the city of Québec is the perfect blend of the modern lifestyle of a metropolis with the tranquility of a traditional colonial city. In summer, enjoy festivals and activities that make the entire city come alive. You are in for a truly memorable experience in this magnificent place of culture and the great outdoors.

WHY CHOOSE FSA ULAVAL INTERNATIONAL SUMMER BUSINESS UNIVERSITIES IN QUÉBEC?

- To experience all of the summer excitement the city has to offer
- To have the opportunity to include cultural and athletic activities with your studies during your stay
- To visit Old Québec, a UNESCO World Heritage site
- To be just a step away from so many other wonderful Canadian and American regions
- To discover the beauty of the French language

FSA ULaval is part of Université Laval, the 1st French-speaking university in North America. Its American-style campus is located near Québec's downtown area and is home to the PEPS, the largest university sports complex in Eastern Canada, as well as 4 Brundtland Green Establishment student residences. The education you will receive is among the best in the world, as FSA ULaval holds 2 international accreditations, which ranks the Faculty among the top **1%** of the best business schools on the planet.



© Photo: Stéphane Groleau



ISBU PROGRAM COSTS

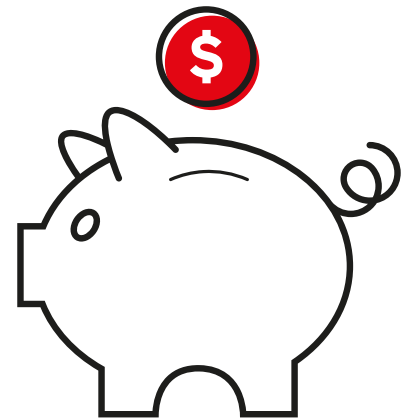
Enrolment Type	Basic Fee	Tuition*
Exchange Basis	Can\$1,500	N/A
Tuition Basis	Can\$1,500	Can\$300

*Generally speaking, there is no tuition for students enrolled at and nominated by ULaval partner universities.

Students who wish to take both ISBUs receive a Can\$150 discount on the second enrolment. A group discount of Can\$150 per enrolment also applies to more than 10 enrolments from a single institution.

The basic fee includes the following services and activities:

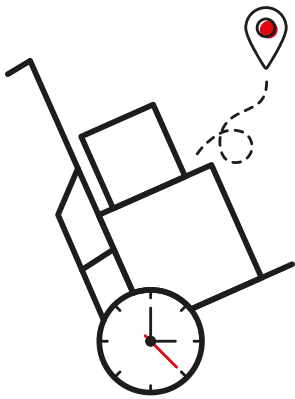
- Université Laval residence accommodation: standard single-occupancy room located just steps away from FSA ULaval. Bedding is included. Kitchens and bathrooms are shared with other residents
- Weekday lunches (10 days)
- Unlimited city bus pass
- Guided tour of Old Québec
- Evening gathering and graduation ceremony
- On-campus Wi-Fi
- Academic lectures, corporate visits and conferences by industry leaders
- A host of social and cultural activities in which to experience the Québec City lifestyle
- Festival d'été de Québec pass (only for students enrolled in the *Modern Real-Life Operations Management and Logistics ISBU*)



UNDERGRADUATE COURSES

Each course is equivalent to 3 US credits (6 ECTS) and is given in English.

JULY JULY
04 – 15
2022



Modern Real-Life Operations Management and Logistics

Have you ever asked yourself: How do great companies like Apple or Nestlé manage their operations and logistics? What is the key to their success? How do they manage their supply and demand? How do they create such efficient and effective supply networks?

How can companies measure the impact of and cope with major challenges such as those generated by the COVID-19 pandemic?

If you are curious to know the answers to all these questions, thrive on problem-solving, and are interested in looking at many more real-life examples, this summer school on operations and logistics is for you. Learn how to put knowledge into practice by gaining professional and hands-on experience with analytical tools, as well as the latest trends in operations and logistics management.

- Corporate visits provide many amazing and invaluable insights.
- Case studies of several well-known industries and companies are designed to put the concepts learned in class into perspective.
- Lectures given by experienced professors with plenty of industry projects and examples from Québec and around the world highlight key concepts in modern operations and logistics management.
- A group assignment on well-known cases ensures you put your new knowledge into practice during this two-week intensive cultural, practical, and educational adventure.



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Examples of corporate visits:

- Québec City Jean Lesage International Airport (YQB)
- Centre intégré de gestion de la circulation

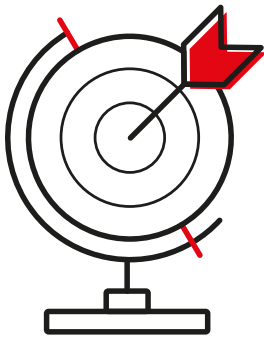
Examples of social activities:

- Festival d'été de Québec
- Les Mosaïcultures
- E-bike ride in Québec City



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JUNE JULY
18 – 29
2022



International Marketing: Discovering the Québec Effect!

Experience the vibrant business environment of Québec City by exploring the impact of a French-language market in North America! Get to know Québec culture so you can incorporate it as a core component of a distinctive and innovative marketing strategy. Discover how Québec-based companies shine on the international stage using their Québec uniqueness. Follow the example of companies from around the world that have successfully set up shop in Québec to prepare your own market penetration strategy as hired consultants.

Course content is based on practical applications to prepare you to succeed in your internationalization projects:

- practical and interactive activities;
- international consulting simulation;
- team assignments;
- speakers from local and international companies;
- corporate visits in dynamic Québec-based companies active internationally and in key industries of our economy.



Examples of social activities:

- FLIP Fabrique circus
- Baie de Beauport | A beach in Québec City
- Montmorency Falls



WHY NOT COMBINE YOUR BUSINESS COURSES WITH A FRENCH CULTURE IMMERSION?

The intensive summer French as a foreign language (FLE) program is your opportunity to learn French or perfect your skills. Contact us for details.



STUDENT TESTIMONIALS



CAITLYN LATH

Macquarie University, Australia

Through the International Marketing course at Université Laval I was able to experience a new, exciting way of learning through engaging group discussions and realistic business simulations in a welcoming, international environment. I was also able to travel and experience the language, festivities and culture of Québec as well as make great new friends from around the world!



RENEE SOTO

Clarkson University, United States

ULaval provides the perfect balance between immersing you in a Francophone culture while ensuring you still feel safe and comfortable! Studying abroad is one of the best ways to develop your perspective of the world and here, you'll be receiving a quality education at the same time.



YUKI KAYAMA

Nagoya University of Commerce & Business, Japan

The reason why I came to Laval University is because I wanted to challenge myself to a new level. I have never learned about management or marketing, but the teachers here are so great now I like learning these subjects. When I go back to Japan, I am looking forward to study further about management and marketing.



To apply: www.fsa.ulaval.ca/ISBU

Deadline for applications:
March 15, 2022

Contact: International@fsa.ulaval.ca



© Photo: Cristina Reyna



TO REACH US

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