

2012 SUMMER SCHOOL PROGRAM

*Innovation, Sustainability and Culture
in a Creative Economy*

9-20 July 2012



HEC Montréal's Department of International Business

offers a two-week Summer School Program with both an undergraduate and a graduate level. The program offers insightful teaching and practical experience in core areas for business students: innovation, sustainability, and the creative economy.

HEC Montréal, one of the most important multicultural business schools in Québec and Canada, invites students from business schools around the world to participate in cutting-edge academic programs at both the undergraduate and the graduate levels.

These two-week programs provide participants with a privileged opportunity to reflect on the essential concepts and the fundamental tools of knowledge creation and sharing, sustainable development values and drivers, and cultural and social innovation. Although the undergraduate and graduate programs cover the same themes, the pedagogical approach and content are adapted to suit the needs of students at both study levels.

Most of the academic materials and business cases used in the courses relate to business experience in the city of Montréal, a world-renowned know-how hub for the innovative multimedia, gaming, arts, circus, and cultural events sectors. Montréal is also a city in which projects involving sustainability and social awareness have a strong voice.

The Summer School is made possible through the collaboration of four centres of expertise: GRIDD (Sustainability Research Group), CRISES (Social Economy Research Group), MOSAIC (Management of Creativity Center) and the Carmelle and Rémi Marcoux Chair in Arts Management.

2012 SUMMER SCHOOL PROGRAM



Nine thematic seminars cover various themes linked to innovation, sustainable development and creativity. The seminars are taught in English by experienced faculty at HEC Montréal's high-tech facilities. Participants who attend either of the two Summer School programs are awarded with a certificate of attendance from HEC Montréal.

Below is a list of seminars that may be offered from the three interrelated areas:

Culture and Multimedia Industries

- Management of Cultural Organizations
- Montréal and the Multimedia Industry
- Logistics of Cultural Events
- Information and Communication Technology in Cultural Organizations
- Cultural Industries and the International Market
- Cultural Marketing

Creative Industries and Creative Citizenship

- Managing Creative Project Teams
- Creative Cities and Creative Citizenship
- Improvisation for Creative Leadership
- Marketing of Innovation
- New Product Development Strategy

Social Innovation and Sustainable Development

- Social Entrepreneurship and Organization
- Social Innovation: Creating Social Businesses
- Social and Technological Innovations and Local Development
- Technology that Supports Sustainability
- Management of Sustainability: Barriers and Advantages
- Corporate Social Responsibility: Practices and Trends



One introduction session on Canadian political and economic issues familiarizes students with the broader North American context.

A full-day trading room session in HEC Montréal's state of the art trading room updated with real-time financial data (from the Financial Trading System, the Reuter's platform and the Bloomberg terminal) is also part of the program. Participants experience a broker's environment through financial trading simulations, a definite plus for management students.

Two industrial visits to leading companies in the field of new technology based in Montréal establish the link between theory and practice, and allow participants

to meet and interact with high level managers and executives. In the past, Summer School participants have visited companies such as Ubisoft, IBM, the Cirque du Soleil, Bombardier, Eidos and Bell, among others.

Cultural and social activities are also part of HEC Montréal's Summer School, so that participants can make the most of their experience in the exciting city of Montréal. Activities include:

- A guided tour of Montréal
- A group bike ride to the Notre-Dame and Sainte-Hélène Islands, and the Old Port
- A business and cultural walking tour of the Quartier International and the New Media District

JULY 2012							
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9:00 – 12:00 am	8 FREE	9 Welcome Address HEC Montréal Visit	10 Seminar 1	11 Seminar 3	12 Seminar 4	13 Social and Integration Activity HEC	14 FREE
LUNCH							
1:30 – 4:30 pm	FREE	Introduction Session Cultural Activity 1	Seminar 2	Cultural Activity 2	Industrial Visit 1	FREE	FREE
9:00 – 12:00 am	15 FREE	16 Seminar 5	17 Seminar 7	18 Trading Room Simulation	19 Seminar 8	20 Seminar 9	21 FREE
LUNCH							
1:30 – 4:30 pm	FREE	Seminar 6	Cultural Activity 3	Trading Room Simulation	Industrial Visit 2	Evaluation and Debriefing	FREE

ABOUT HEC MONTRÉAL

HEC Montréal is an international business school with remarkably qualified faculty whose drive for innovation has allowed it to stand out as an exceptional learning and research centre since 1907. Its 12,000 students, 275 professors and an international network of 65,000 alumni make it one of Canada's largest business schools.

HEC Montréal was the first school in North America to be awarded AMBA, AACSB International and EQUIS accreditation. HEC Montréal's MBA figures in the international ranking of The Economist (2011), BusinessWeek (2010), Expansión (2010), AméricaEconomía (2009 and 2010) and Forbes (2009). Its Master's in Administration has made the Financial Times' international ranking twice (2009 and 2010).

MONTRÉAL – AN INTERNATIONAL DESTINATION

A dynamic metropolis, Montréal is on the go all year long. The city boasts an exuberant cultural scene where the arts are an integral part of the everyday lives of citizens. Famous for its joie de vivre, Montréal has also acquired an international reputation for innovative cuisine combining flavours and influences from around the world, and for its major festivals that celebrate jazz, cinema, bright lights, humour, and even snow!

For more information and to submit your application please visit our website at: www.hec.ca/en/international_student

SUBMISSION DEADLINE: 27 APRIL 2012

Contact us: ssp@hec.ca

PROGRAM FEES: CAN\$2500

WHAT'S INCLUDED:

- Seminar fees (36 teaching hours)
- Two industrial visits
- All academic materials
- Three cultural activities
- Charter bus for the two industrial visits
- Closing ceremony
- Certificate of attendance for the Summer School Program

ADMISSION REQUIREMENTS:

For Undergraduate Students:

- A minimum of one year of undergraduate studies
- Résumé
- Good language skills in English
- Cover letter (in English)

For Graduate Students:

- A university degree or equivalent
- Résumé
- Good language skills in English
- Cover letter (in English)

