

ISUGA

EMBA Business School - FRANCE

ISUGA

International trade between Europe and Asia

A faculty curriculum by EMBA Business School

Your gateway to France & Europe

Founded in 1990, ISUGA faculty's curriculum is still quite unique in France. Its ambition is to train business developers to be highly competitive and conversant with the European and Asian markets. The strength of ISUGA's graduating program is to optimize the added value of its graduates with the learning of French for Asian students and Chinese, Japanese or Korean languages for French students with a cross-cultural knowledge of the European and Asian continents.

A unique experience on a multicultural campus

With a wealth of experience and with its knowledge of Asian countries and cultures, ISUGA has therefore at its disposal the resources and competence to provide a proper welcome and support to the Asian students. Thus offering an atmosphere where the students can blossom and develop within a multicultural campus.



"Our objective : enhance your career by arousing your curiosity and passion"

ISUGA allows students to live their passion, to build themselves, to develop their potential in order to be able to fit in and to successfully integrate a company. In a world facing deep economic changes, the students of ISUGA have the tools to be the actors and builders of tomorrow.

Magali KERVINIO, Executive Director

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ABOUT EMBA

EMBA is a French business school affiliated to the Chamber of Commerce and Industry métropolitaine Bretagne ouest (CCIMBO), situated in two campuses, in Quimper and in Brest, both in Brittany, northwest France.

The School offers courses of higher education, from Bachelor's degree to Master's degree, spread on 4 departments : *ISUGA - International Trade Europe-Asia*, *Management and Business Administration*, *Sales and Distribution* and *CIEL Bretagne*, a French language center.

Key figures

1990	1040	2	420	40
School foundation	Students	Campuses	Corporate relations	Academic partners

Academic recognition

EMBA business school diplomas are recognised by the French State.
EMBA is committed to certification processes which demand continuous improvement in management standards (AFNOR, IQNet).

Mission

EMBA endeavors to answer the needs of companies by training students to become commercial executives and high-performing managers able to work within a multicultural team.

ISUGA – Executive & administrative staff

Executive Director: Magali KERVINIO

Dean of studies: Sophie BARON

Educational Advisor: Myriam GORIN

Communication Manager: Marie LE SEAC'H

Executive Assistant and Students life:
Audrey CUTULLIC

Head of Chinese Dept: Lin XUE

Head of Japanese Dept: Yuko HAYAKAWA

Head of Korean Dept: Myung-Yul KIM

Head of French language Dept:
Pierrette FETRE

ISUGA



#1

ISUGA GRADUATING PROGRAM

The ISUGA curriculum provides students with technical, cultural and linguistic skills to develop business relations between Europe and Asia.

**Ranked 2
in the MOCI***

list of winners for the
best French international
trainings for
Master 1 & MBA

A pioneering and unique feature in France,
tailored for the needs of French and foreign companies facing the economic emergence of Asian nations.

A permanent immersion in Europe
The multicultural campus, with a unique learning environment, was built by a Japanese architect.

A multi-national and high-level faculty :

- With extensive professional experience in the fields of international trade
- Specialized in Europe, directors of research at the CNRS and university research academics

**A curriculum
on international
trade specialized
in Europe-Asia**

An experience of more than 26 years
to build up a growing network of companies,
alumni, universities, academic partners across the
world, thus making easier the employability of the
graduates.

A specific training
to become operational executives specialized in international trade In Europe in the following fields : Purchasing /sourcing, sales, marketing, import-export, logistics, administration/management of company.

A five-year program
Taught in English :

- Courses on international trade and management, economics and cultural aspects of the European countries.
- Daily classes of French for foreign students while French students are taught either Chinese, Japanese or Korean, courses strengthened with a stay in an Asian university during the whole curriculum.
- Internships in companies in Europe or Asia

Recognized diplomas

After 4 years :

- Degree recognized by the State :
Chargé d'Affaires Europe-Asie

After 5 years : A double degree

- Degree recognized by the State :
Manager du Développement d'Affaires à l'International
- A French certified degree :
MBA in Europe-Asia International Business

* MOCI Monitor of the international trade

CURRICULUM



ISUGA Conference: Denis **TERRIEN**, ex President founder Amazon France, President Vivarte-Novartex. Sponsor ISUGA graduate year 2019



2nd year Master's Degree - Double diploma

EMBA degree :
Manager du Développement d'Affaires
à l'International

MBA in Europe-Asia International Business



1st year Master's Degree

EMBA degree :
Chargé d'Affaires Europe-Asie



3rd year Bachelor's degree

Bachelor in Europe-Asia International Business

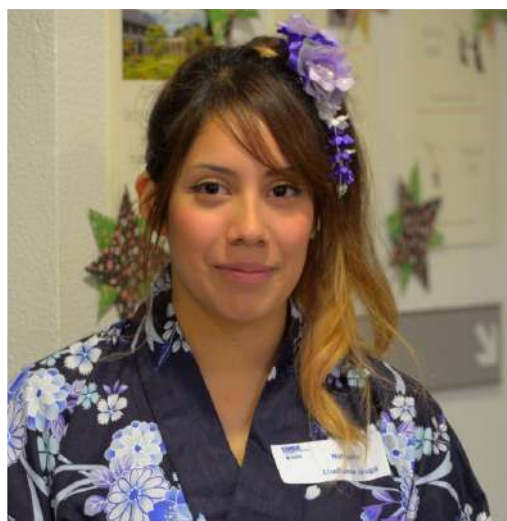


2nd year of Bachelor



1st year of Bachelor

COURSES



Bachelor 1st year program

This 1st year program provides the students with the possibility to be immersed in the European world. The students will also acquire some basic skills of management with the discovery of the business world. Courses are taught in English.

English proficiency required : TOEIC 600 points / IELTS 5.5 points.

1st Semester : September to December or/and 2nd Semester : January to April

COURSES 60 ECTS

Languages

- French
- English

International economy

- International press review
- World politics and economics

Project management

- Team building in a multicultural context
- Organization of an event

European studies

- Geopolitics
- Historical, economic & cultural aspects of Europe
- The European Union and the workings of its institutions
- Political, economic and cultural aspects of France
- Market of luxury products
- Company's life (visits, conferences...)

French culture and current events

Discovery of the Breton culture and local dishes, ateliers of cuisine, visits of heritage sites and monuments...

Company internship

1 to 3 weeks (not compulsory)

Bachelor 2nd year program

This 2nd year program provides the students with the possibility to be immersed in the European world. The students will also acquire even more skills in management with developing further their knowledge of the business world. Courses are taught in English.

English proficiency required : TOEIC 600 points / IELTS 5.5 points.

**1st Semester : September to December
or/and 2nd Semester : January to April**

COURSES 60 ECTS

Languages

- French
- English

Business

- Initiation to business taught in Japanese, Korean or Chinese
- Business between France and Asia taught in Japanese, Korean or Chinese

Project management

- Organization of an event

European studies

- Geopolitics
- Historical, economic & cultural aspects of Europe
- The European Union and the workings of its institutions
- Political, economic and cultural aspects of France
- Market of luxury products
- Company's life (visits, conferences...)

French culture and current events

Discovery of the Breton culture and local dishes, ateliers of cuisine, visits of heritage sites and monuments...

Company internship

1 to 3 weeks (not compulsory)

COURSES



Bachelor 3rd year program

During this 3rd year program, students will improve their knowledge of European culture (language, history, economics, politics...) while acquiring business knowledge and techniques in finance, management, marketing, communication... Courses are taught in English.

English proficiency required : TOEIC 600 points / IELTS 5.5 points.

Exchange students can choose to come either for the 1st Semester, the 2nd Semester or for the whole year. To obtain the Bachelor, students have to complete the whole year and fulfill the academic requirements.

1st Semester : September to December or/and 2nd Semester : January to April

COURSES 60 ECTS

Languages

- French

Management and international trade

- International marketing
- Economic environment / Business law
- Export sales / import purchases / negotiations
- Logistics and law of International transport
- Managing and financing a business
- Financial management of export operations (Means of payments, management of currency risks)
- International communication
- Introduction to corporate strategy

European studies

- Geopolitics
- Historical, economic & cultural aspects of Europe
- The European Union and the workings of its institutions
- Political, economic and cultural aspects of France
- Market of luxury products
- Company's life (visits, conferences...)

French culture and current events

Discovery of the Breton culture and local dishes, ateliers of cuisine, visits of heritage sites and monuments...

Company internship

1 to 3 weeks (not compulsory)

“ Testimony

Xiaoxuan Chinese student

"Student from Qingdao University, I was lucky enough to follow courses for a semester at EMBA as part of an exchange program. The fact of attending French intensive courses combined with a total immersion when sharing the life of French students at lunchtime, parties, and cultural excursions around Brittany was a great and rewarding experience.

I discovered France and Europe through the history, geography and cultural courses given by enthusiast and very interesting teachers. EMBA is a unique school, culturally diverse and welcoming where you meet different nationalities - Chinese, Korean, Japanese, Nepalese and Indonesian - in a very friendly atmosphere.

I have so many memories to take back home!"



COURSES



ISUGA Conference: Seiichiro ADACHI President Supervisory Board TOYOTA Tsusho Corporation



Master 1st year program

Upon completion of this two-year program (Bachelor 3rd year and Master 1st year program), students are awarded the level II of the French certified degree « Chargé d'Affaires Europe-Asie ».

To obtain the diploma, the student must fulfill the following requirements :

- Obtain good results at the regular tests and exams
- Obtain a minimum score of 750 points in the internationally-recognized TOEIC test (Test of English and International Communication)

The fourth year combines professional skills and the characteristics of Europe-Asia international business. This year is crucial as it allows students to put into practice their theoretical knowledge and to better understand European cultures during a 3 month-internship in a company between March and August. Courses are in English.

TOEIC 700 points / IELTS 6 points are required to enter the Master 1st year program.

1st Semester : September to December and 2nd Semester : January to August

COURSES : **September to February** 30 ECTS

Languages

- French

Management and international trade

- Pilot implementation of operational actions abroad
- Design a sales pitch
- Carrying out business negotiations in a complex environment
- Develop a sourcing policy
- Mastering international management and financing techniques 1
- Assessing the financial sustainability of the partner company 1

- Evaluating existing markets
- Analyze and decide on operational strategies
- Securing contractual commitments for international operations
- Organizing the human and financial resources of an international service
- Manager an international multicultural team
- Optimizing the technical performance of its employees
- Developing the potential of its employees

COMPANY INTERNSHIP : **March to August** **3 months (compulsory)** 30 ECTS

“ Testimony

Saki Japanese student

"Quimper is such a beautiful city with its rivers, its cathedral, and its parks ! It is so different from home !

I felt so at ease at EMBA within its premises, which I discovered, were built by a Japanese architect. At the beginning of my stay, I missed my parents and my friends. This state of mind didn't stay for long. With the help of the students and the teachers, I was soon able to overcome my nostalgic feelings. With the courses and the various activities shared with the French students, my French very rapidly improved. I found French people to be sociable and very welcoming.

I am now going back to my country filled with warm memories. My stay in France has gone so fast ! No doubt, I'll be back!" ”

COURSES



ISUGA Conference: Vincent NÉLIAS President SWAROVSKI - Alumni ISUGA



Master 2nd year program

This 2nd year program marks the last year of studies. Upon completion of this two-year program (Master 1st year and 2nd year program), students will have reached a professional level of expertise in international negotiations.

To obtain the recognized Master's degree « Manager du Développement d'Affaires à l'International » and the MBA in « Europe-Asia International Business », the students must fulfill the following requirements :

- Obtain good results in regular tests and exams
- Obtain good results in the defense of their internship report
- Obtain a minimum score of 800 points in the internationally-recognized TOEIC test (Test of English and International Communication)

The fourth year combines professional skills and the characteristics of Europe-Asia international business. This year is crucial as it allows students to put into practice their theoretical knowledge and to better understand European cultures during a 3 to 6 month-internship in a company between March and August. Courses are in English.

TOEIC 750 points / IELTS 6.5 points are required to enter the Master 2nd year program.

1st Semester : September to December and 2nd Semester : January to August

COURSES : **September to February** 30 ECTS

Languages

- French

Management and international trade

- Analyzing global market developments
- Choosing the international development axes
- Integrating international strategy into enterprise development policy
- Mastering international management and financing techniques 2
- Identifying the potential for the development of new markets
- Define priority markets and specific strategies
- Assessing the financial sustainability of the partner company 2
- Develop an international business plan

- Conduct business negotiation in a complex environment
- Defining developments projects
- Establish the overall estimated budget for the various development projects
- Adapting the business strategy to the regulator and legal contexts of the target countries
- Audit the performance of existing projects
- Decide on corrective actions to be carried out in line with the company's strategy
- Present and argue a strategy of readjustment to its general management

COMPANY INTERNSHIP : **March to August** **From 3 to 6 months (compulsory)** 30 ECTS

“ Testimony

Vincent NÉLIAS President of SWAROVSKI Japan

"I belonged to ISUGA's first class and, thanks to the innovative and specific curriculum of this school, I was trained and made aware of the Asian trading ways, and more specifically, of those in Japan.

I made all my career in Tokyo while working for big groups such as Pernod Ricard, Cartier or Van Cleef & Arpels, and now, I am the President of Swarovski Japan, an important subsidiary of 500 people. ISUGA : the true lever of my success !"



PARTNERS



October 2018: Magali Kervinio was invited to a state dinner at the Palais de l'Elysée in Paris, organized by the French President Emmanuel Macron in honor of the South Korean President Moon Jae-in.



International partners

Since its foundation, the school has developed multiple academic partnerships in both Asia and Europe. These co-operations are an evidence of our international reputation. Our many partnerships allow us :

- To attract international guest lecturers expert in Europe and Asia ; the faculty comes from a range of 15 different countries ;
- To deliver language and European culture courses to Asian students ;
- To recruit foreign students ;
- To arrange study abroad periods in Asia for the European students; as a result, they can improve their linguistic and cultural skills, as well as their autonomy and adaptability to live in a foreign country. In exchange, we welcome students from these universities, thus creating a dynamic multicultural environment in the EMBA campus.
- As part of the development of the relations between China and Africa, EMBA has relocated its bachelor to Cameroon in 2009, within the « Institut Universitaire de la Côte » in Douala, thus providing additional working opportunities for our students.

List of academic partners :

ASIA

China

HANGZHOU / Zhejiang International Studies, China Jiliang University
HONK KONG / Qinghai Nationalities University
JINAN / Shandong Normal University
LANZHOU / Lanzhou City University
QINGDAO / Qingdao University,
Qingdao Technological University
SANYA / Sanya University
SHENZHEN / Shenzhen University
TAIYUAN / Foreign Language School
TIANJIN / Tianjin Polytecnic University, Tiangong University
XI'AN / Chang'an University
YANTAI / Ludong University
ZHANGYE / Hexi University

Korea

BUSAN / Busan University of Foreign Studies, Dong-Eui University,
Pusan National University
CHEONGJU / Cheongju University
CHUNGJU / Konguk University
DAEJON / Chungman University
DAEGU / Yeungman University,
Daegu University
GWANGJU / Jeonnam University
POCHEON / Daejin University
SEOUL / Soongsil University, Seoul Women's University, Kookmin University, Soongsil University,
Dongguk University, Hong-Ik University, Sookmyung University

Japan

FUKUOKA / Fukuoka Foreign Language Un
HACHIOJI / Soka University
KOBE / Kobe Gakuin University
KAGOSHIMA / Kagoshima University
KYOTO / Kyoto University of Foreign Studies, Tachibana University
NAGASAKI / Nagasaki University of Foreign Studies
NAGOYA / Nanzan University
OSAKA / Osaka Economy University
TOKYO / Kanda Institute of Foreign Languages, Tokyo Management College, Tokyo International Business College
TOYAMA / Toyama University of International Studies

Taiwan

KAOHSIUNG / Sun Yat Sen University, National University of Kaohsiung, Wenzao Ursuline University of Languages
TAIPEI / University of Taipei, Soochow University

EUROPE

France

Institut Confucius de Bretagne / Rennes
IAE / UBO (Université de Bretagne Ouest) / Brest

AFRICA

Cameroon

IUC : Institut Universitaire de la Côte (ISTDI) / Douala

Confucius Institute

In 2010, EMBA signed a partnership with the Confucius Institute of Brittany to open a Confucius class. This collaboration is a real acknowledgment of the quality and professionalism of EMBA in the learning of the Chinese language and culture for the general public and companies. The class is ratified by Hanban, an expression of the Chinese government.

PARTNERS



Companies

Many companies co-operate with EMBA, which, through ISUGA specific training, answer their needs and expectations. In a global economy, the range and quality of our network of companies is essential to the credibility of our establishment.

The partnership can take several forms : teaching, continuous education, expertise and counseling, conferences, internships and company projects, this allows the student to use his knowledge in a real-life context.

The various internships carried out by the student are a key factor of his training.

Working in real business situations allow the student to test theoretical know-how, to equip him with the necessary skills and to learn the cultural conventions and sensitivities unique to each country's business practices.

PARTNER COMPANIES

Balenciaga (Kering Group), Armor Lux, Bolloré, Bénéteau, Dior, Eurocopter, Krampouz, LVMH, Maersk, Richemont, Royer, Séphora, Swarovski, Total, Toyo Ink, Toyota, World Bank, Yves Rocher...

Administrations

The partnerships with administrations allow the school to be more efficient and to provide students with better working conditions, with access to scholarships or to specific information about international trade.

PARTNER ADMINISTRATIONS

Campus France, CCI France, CCI France Japon, CCI France Chine, French Korean CCI, CCI France Taiwan, Bretagne Commerce International, Conseil départemental du Finistère, Conseil Régional de Bretagne, Quimper Communauté, the association "Si tous les ports du monde"...





Alumni network

Since 1990 more than 1800 alumni have graduated from our school. After their studies they built a business career either in France or in Asia in a variety of sectors with companies of different sizes and nationalities.

They are appreciated for their practical knowledge of international business, their understanding of Asian and European markets and their languages skills. Typical job assignments include the following duties : purchasing, sourcing, sales, communication, finance, logistics, management, marketing, human resources.



“ Testimonies

Euijin Korean student

"That was my first trip abroad. To go and live in France was quite an experience and a total change ! I had to adjust to a new way of life. With the help of the teachers and the French students, I soon began to enjoy my stay. Some of my French friends had already been to Korea to study in Seoul or Busan, and therefore, were able to understand our culture. We've organized to meet again in my country where they will be going on the next university exchange. It will be my turn to guide them ! "

Sunita Nepalese student

"I arrived in France in September 2014 and was looking for a school who taught the various aspects of International trade in English and where I could have a crash course in French. EMBA was perfect for me. Thanks to the teachers being with us every step of the way, the quality of the courses, the enthusiasm of the students and the help of the support team, I was able to study in comfortable conditions.

I was not only able to discover Brittany with its seashores along the Atlantic Ocean, its flowery villages, but I also went to Paris on several occasions as it's just over one hour by plane from Quimper. I found Paris to be such a beautiful and romantic city !

French cuisine is lauded across the world, I could confirm this fact! It was a real treat! Crepes, Breton cakes, macarons, cheese, foie gras, and, Christmas turkey... all so delicious ! "

Sulli Royer Group in China

"ISUGA courses was a milestone in my life. During my time there, I learnt to master the French language and culture and useful business skills. Since then I have been working at Royer Group branch in China as Representative Office Manager.

EMBA is not only a Business School ; it opens your mind and gives you life opportunies if you know to grab them. I definitively recommend energetic young people to study there."

Pierre French student

"I have always been very attracted to Asia, in particular to China. Before joining the ISUGA curriculum at the EMBA, I had already been studying Chinese. I find that living on a daily basis with Chinese students and with those originating from Korea, Japan, Nepal, Vietnam and Indonesia is a real wealth ! I was able to go twice to China and stay in a university. There I met students who later came to stay at EMBA. It was great to see them again. I took a real pleasure to welcome them and to introduce them to our culture and customs. EMBA is a bit like a big family where students, teachers and the personnel are regularly mixing in a friendly but respectful atmosphere."



ADMISSIONS



Admission requirements

Besides a good level in general culture and English language, applicants should show a strong motivation consistent with the content of ISUGA studies. Applicants must be strongly motivated to study European culture and trade. A minimum good intermediate level of English is required since all courses are given in English. Previous knowledge of French language is not a prerequisite.

Selection is initially carried out by the careful screening of application documents obtainable on www.emba-bs.com together with an individual Skype interview in English and/or French with the Director of Studies.

As far as possible EMBA helps students with their visa applications. However, it is the responsibility of individual students to initiate the appropriate procedures in their country of origin (contact with French Embassy, filling in of application forms ...)

Program	Admission requirements		Degree	Credits	Tuition fees
Bachelor 1st year	Equivalent to A' Level Baccalaureate	TOEIC = 600 IELTS = 5.5	-	60 ECTS	6 500 €
Bachelor 2nd year	1 year of higher education	TOEIC = 600 IELTS = 5.5	-	60 ECTS	6 500 €
Bachelor 3rd year	2 years of higher education	Basic concept of business TOEIC = 600 IELTS = 5.5	3 rd year "Bachelor in Europe-Asia International Business"	60 ECTS	8 500 €
Master 1st year	3 years of higher education	International business TOEIC = 700 IELTS = 6	4 th year « Chargé d'Affaires Europe-Asie »	60 ECTS	8 500 €
Master 2nd year	4 years of higher education or a Master's degree 2 in another field	International Business / Management TOEIC = 750 IELTS = 6.5	5 th year « Manager du Développement d'Affaires à l'International » "MBA in Europe-Asia International Business"	60 ECTS	9 000 €

Contact :

Any questions ? Please contact us !

Myriam GORIN : m.gorin@emba-bs.com +33 2 98 10 16 15

STUDENT SUPPORT



Pierrette FETRE

Student support

The EMBA personnel offers a customized support to the foreign students upon their arrival in Quimper.

Accommodation

As soon as the enrolment files have been validated, the school will seek your accommodation for the length of time requested to cover your stay.

In Quimper, there are 4 student residences, one of them is on the ISUGA campus. The 3 others are within easy reach from the school by bus. Each room offers a single room with private bathroom, a kitchen area, a bedroom equipped with a table and chairs, a desk and a bed. A Wi-Fi broadband internet is also available. On-site laundry facilities are also supplied.

The residences are not run by the school but by an organization called OPAC, a public organization providing low-cost accommodations. They assigned a caretaker who spends some time on the premises to help the students with any problems. At night, security personnel comes and makes some rounds in the residence.

The rent amounts from 300 € to 350 € per month.

All students are eligible for a French housing subsidy (APL) paid by the « Caisse d'Allocations Familiales » (CAF). The school itself makes the necessary requirements on behalf of each student.

Administrative procedures

As soon as the enrolment files have been validated, the school undertakes to open a bank account in Quimper. And once a student arrives, the school deals with the administrative procedures in order to obtain the residence permit and the insurance cover, which is compulsory for all foreign students and costs 220 €. This insurance allows the reimbursement of the fees paid to the doctor and for the prescribed medicines.

“ Testimony

Pierrette FETRE French Language Teacher

"Being among the top main languages spoken in many areas of the world, French will therefore give the most choices later on in the students' studies and careers. Twenty eight countries have French as an official language. Also French, along with English, is the working language of many international organizations.

EMBA's foreign students get the unique opportunity to learn in small classes tailored to student's level. As a language serves specific communicative and social functions, our priority is to make our students aware of the social and cultural uses and to become confident in various situations met in every day's life and in the working environment. Furthermore, on campus, they can make a lot of French friends and share wonderful experiences."

SHORT PROGRAM



Company visit



#2 CULTURAL AND LINGUISTIC DISCOVERY PROGRAM

EMBA also offers a four-week flexible program | 2 to 8 ECTS

This program is taking place from the end of February to the end of July.

It is possible to customize your program by choosing Week 1 and/or Week 2 and/or Week 3 and/or Week 4.

At the end of their stay, the students are presented with a “Course Completion Certificate” underlying their application and participation.

“**The program features the discovery of the cultural, traditional and linguistic aspects of France and Brittany**”

FRANCE

An overview of France is presented, together with some of the distinctive character and particularities of the French regions: its wide and rich cultural diversity.

The students are to be acquainted with the various aspects of French culture such as literature, cinema, songs, music... and, with the French savoir-faire (know-how).

BRITTANY

Introduction of the various particularities of the Breton culture and, more specifically, the ones from the Brittany region where the school is located.

The selected courses and activities will allow them to discover Brittany's strong cultural identity through its out of the ordinary gastronomy, its costumes, dances, folk songs complemented with various visits to art galleries and museum, and to famous companies associated with the development of the region.

Guided visits are also organized: lively fishing ports, medieval villages with many craft workshops, the breathtaking classified site of the “Pointe du Raz”...

INTRODUCTION TO FRENCH LANGUAGE 2 lessons per week of 1h30

This is the right time and place to begin to study some French and try to use the few useful words learnt when meeting French people during your stay while shopping or traveling.

SHORT PROGRAM



FRANCE

An overview of France

- Generalities and symbols
- The specific characters of its regions
- Its system of education

French culture

Presentation of French music, songs, cinema and literature

The art of fine eating

the main purpose of this course is to present:

- The various stages of a classic menu
 - The art of formal table setting, etiquette and table manners
- The course is followed with an application in a selected restaurant.

The French gastronomy

- Presentation of French cheeses, breads and wines.
- A tasting session completes the presentation.

The market of luxury products

The purpose of this course is to be acquainted with the French savoir-faire (know-how) in the field of luxury goods in studying the most prestigious brands (haute-couture, cosmetics, travel goods...)

BRITTANY

Presentation of Quimper where the EMBA is located and of the Breton region, its culture and symbols.

The Breton gastronomy

Presentation of Brittany's main gastronomy followed with the tasting of biscuits and confectionary products.

The fishing industry, a specificity of Brittany

Brittany is a leading French region for fishing. This course is underlying the close link of the sea to its history, identity and economy.

Brittany's strong cultural identity

Presentation of its music, song, dance, language and its richly-embroidered traditional costumes illustrated with visits of museums, and with various activities such as singing, dancing...

COMPANY VISITS & TOURISM: a perfect complement to the courses

The students can gain an appreciation of what was presented during the courses through applications

- Visit of famous companies associated with the development of the region.
- Guided visits all along the stay to discover the stunning views and the striking contrast of the colors of its landscapes that inspired painters for a long time.



Students room

Admission requirements

A minimum upper-intermediate level of English is required since all courses are given in English.

Previous knowledge of French language is not a prerequisite.

As far as possible, EMBA helps students with their visa application. However, it is the responsibility of individual students to initiate the appropriate procedures in their country of origin (contact with French Embassy, filling in of application forms...)

Program fees

According to its duration, the short program can offer 2 to 8 ECTS (European Credits Transfer System) credits.

1 WEEK 650 €	2 ECTS	2 WEEKS 1 000 €	4 ECTS	3 WEEKS 1 300 €	6 ECTS	4 WEEKS 1 500 €	8 ECTS
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Student support

The EMBA personnel offers a customized support to the foreign students upon their arrival in Quimper.

As the city is connected to Paris by train (4h00) or by plane (1h00), you'll be met at the railway station or at the airport.

As soon as the enrolment files have been validated, the school will seek your accommodation for the length of time requested to cover your stay. Each room has a private bathroom, a kitchen area, a bedroom equipped with a table and chairs. A Wi-Fi broadband internet is also available. On-site, laundry facilities are also supplied.

Accommodation

DURATION	SINGLE ROOM	DOUBLE ROOM
1 week	280 to 350 €	150 to 175 €
2 weeks	440 to 590 €	230 to 300 €
3 weeks	750 €	400 €
4 weeks	1 050 €	550 €

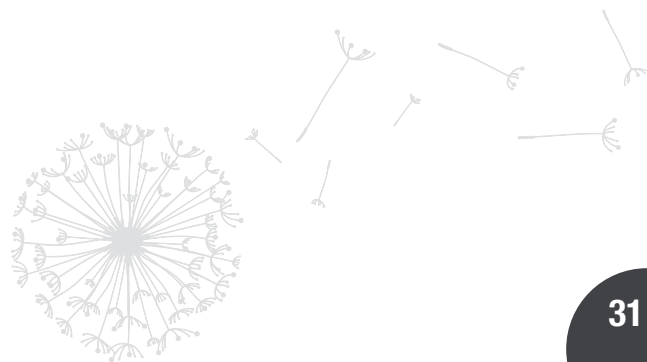
Prices may vary depending on season.
High season : July and August

Contact :

Any questions ? Please contact us !

Myriam GORIN : m.gorin@emba-bs.com

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STUDENT LIFE



#3 STUDENT LIFE

Asian student integration into EMBA is made easier because of having met their French counterparts while in China, Korea and Japan during their university exchanges.

The students see each other daily on the multicultural campus. The Students' Association is named « HINODE », meaning « rising sun » in Japanese. Its role is to animate the internal life of the school by organizing cultural, sporting and social events.

Every year, students organize cultural events : « Japanese Day », « Korean Day » and « Chinese New Year ». On those days, the school welcomes a public keen to discover Asian cultures with ateliers animated by the students themselves: music, theatre, dance, cooking, calligraphy, history...

The campus

EMBA has a lively and attractive campus situated in the heart of a leisure area offering several sporting activities :

- A swimming-pool with fun areas : waves, sauna, hammam, Jacuzzi
- Playing fields
- Kayaking on the nearby river
- Tennis courts
- Archery
- Jogging

Only 15 km away, you'll find some fabulous sea resorts with sandy beaches, which offer multiple water and beach activities : rental of sailing boats, catamarans and practice windsurfing, kitesurfing, horse riding...

Where to eat on the campus?

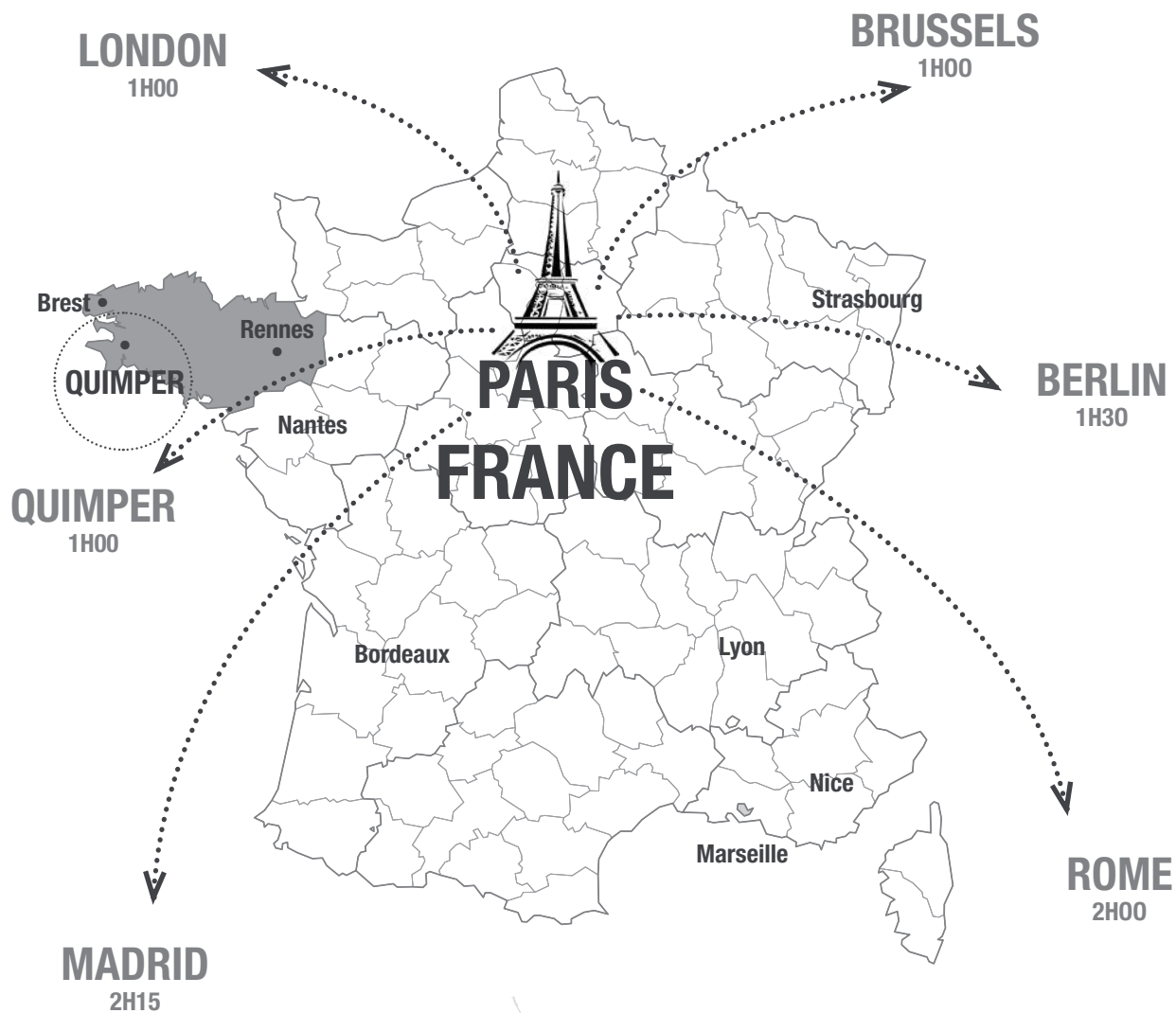
Students have access to low-cost lunches at the university restaurant across the road from the EMBA campus. It is only a short walk away from a commercial center with its supermarket, boutiques, stores and restaurants which offer a wide range of food and drink and, it is only 10 to 15 minutes by bus to the heart of Quimper.

Transportation

Quimper is connected to Paris by train (4h00) or by plane (1h00). The city enjoys excellent bus services run by the local company QUB. Today, more than half of these buses are run on natural gas. On your arrival we will brief you on how to travel soundly on the bus and will advise you on which travel card to purchase.

To go and visit the surroundings of Quimper, the coach company VIA0029 has a regular bus service leaving from the bus terminal or from downtown. They also provide « upon request services » and organize « co-voiturage » : a popular way of car sharing. Three other low-coast coach companies are also leaving Quimper bus terminal should you wish to explore further afield : Brest, Rennes and the Mount Saint-Michel, Nantes, Vannes, Bordeaux, Paris, Lyon...





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About Quimper

Quimper used to be the ancient capital of Cornouaille, Brittany's most traditional region. It is therefore a city of art filled with history and culture with a distinctive Breton character. The town has a rustic atmosphere with footbridges spanning the two rivers that flow through it. The name Quimper comes from the Breton *kemper* « confluent » because the city was built on the confluence of these two rivers.

It is a popular tourist destination with its gothic cathedral from the 13th century, around which are the pedestrianized cobbled-stoned streets of Vieux Quimper with a wide array of *crêperies*, half-timbered houses and shops. Quimper is also the home of the Grande Maison HB-Henriot, founded in the 15th century, and now known all over the world for its tradition of producing and hand painting its own *faïence*.

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