

PROPOSAL OF ON LINE LECTURE SERIES TO UPB – 2021

TOPIC 1 :

« Doing business in France and on French speaking markets »

A series of 3 lectures (over a period of one month) in the field of international marketing focussing on France and on « francophone » countries in Europe and in the world :

- France
- European countries speaking French (Belgium, Luxemburg, Switzerland...)
- Canada
- North Afrika (Maghreb)
- Francophone countries in West and Central Africa

Lectures given by Laurent Dorey, specialized in international marketing and management and teaching in the EKLYA Master program on international business.

Planning TOPIC 1 :

3 sessions of 1,5 hours = 4,5 hours

Timeslot 1	Monday	11:00 – 12:30 (French time)	
Dates (April)	5/04	12/04	19/04

Timeslot 2	Monday	18:00 – 19:30 (French time)	
Dates (April)	12/04	19/04	26/04

TOPIC 2 :

« An introduction to France and Germany, key countries in Europe's past and present »

A series of 3 lectures (over a period of one month) on historical, socioeconomic and (inter-)cultural aspects to better understand the common points and differences between France and Germany, between the French and the Germans.

Lectures given by Martin Klotz, head of international department at EKLYA/HYBRIA, living and studying in Germany until the age of 26 and working in France for more than 30 years.

Planning TOPIC 2 :

3 sessions of 1,5 hours = 4,5 hours

Timeslot 1	Tuesday	11:00 – 12:30 (French time)	
Dates (end of April / May)	27/04	11/05	18/05

Timeslot 2	Thursday	17:00 – 18:30 (French time)	
Dates (March)	11/03	18/03	25/03

An attendance certificate with the logo of Hybria + the logo of the Lyon Chamber of Commerce and Industry will be issued upon course completion (no exams at the end of each lecture series).

If you are interested to participate (free of charge), please send a message as soon as possible to (including the timeslot of your choice):

Prof.dr.ing. Daniela MOMETE (Vice-dean): daniela.momete@upb.ro

Deadline: 23rd February 2021, 23:59.

Thank you!