

INTERNATIONAL SEMINARS PRESENTATION GUIDE

STRUCTURE, THEMES & MORE

TBS CONNECT WITH US

INTERNATIONAL.TBS@TBS-EDUCATION.FR

3 INTERNATIONAL ACCREDITATIONS



AACSB
ACCREDITED



EFMD
EQUIS
ACCREDITED



ASSOCIATION
OF MBAs
ACCREDITED

INSPIRING
EDUCATION
INSPIRING
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EDUCATION

SEMINAR CONTENTS

OVERVIEW

TRIPLE ACCREDITED BUSINESS SCHOOL WITH 10 YEARS OF EXPERIENCE IN INTERNATIONAL SEMINAR CREATION

EUROPEAN UNIVERSITIES PARTNER (UNIVERSEH)

EXCELLENCE CENTERS ON ARTIFICIAL INTELLIGENCE & DATA ANALYSIS AND AEROSPACE MOBILITY.



SEMINAR THEMES

GREEN ECONOMY: PUSH TOWARDS INNOVATIVE, ENTREPRENEURIAL SOLUTIONS

MANAGING IN EUROPE – HUMAN RESOURCE MANAGEMENT, TALENT, LEADERSHIP AND GLOBAL MOBILITY IN UNCERTAIN TIMES

AEROSPACE INDUSTRY: NEW INNOVATION & COMPETITIVE INITIATIVES

EUROPEAN BUSINESS TRENDS, TRANSITIONS AND TRANSFORMATIONS

FINANCIAL RISK MANAGEMENT IN EUROPEAN BANKING



BUSINESS TRENDS

INTERNATIONAL CONSULTANCY PROJECT

6 COMPANIES | 30 STUDENTS | 3 MENTORS SPECIALIZING IN PROJECT MANAGEMENT | 10-DAY CHALLENGE

Students have plenary lectures to assist them with the corporate mission. After class they enjoy everything toulouse has to offer with cultural outings and social networking events.

PLANNING & RESOURCES

AGILE TIMETABLE TO INCORPORATE COMPANY VISITS AND CULTURAL IMMERSION

FULL ACCESS TO TBS LIBRARY AND LEARNING SPACES

ONLINE ACCESS TO TBS C@MPUS INTRANET AND DATABASES

PROFESSIONAL TRAINING AND COACHING UPON REQUEST



ENTREPRENEURSHIP INNOVATION

MEMBERS OF THE BOSTON COLLABORATIVE ALLOW US TO EXPERIMENT WITH NEW PEDAGOGICAL IDEAS.



STUDENTS WILL ENJOY OUR LEARNING LAB: KUBE, KNOWLEDGE UNIVERSAL BRAIN EDUCATION.



CAMPUSES

+500

PARTICIPANTS EACH YEAR

WELCOMED ON OUR CAMPUSES
FOR OUR SHORT PROGRAMMES,
SUMMER, WINTER OR TAILOR-
MADE

+25

COMPANY VISITS

WE ORGANIZE COMPANY VISITS IN
SECTORS SUCH AS:
AERONAUTICS, AUTOMOTIVE, IT,
PHARMACEUTICALS, AGRI-FOOD
AND SPORT.



BUSINESS THEMES

+50

CULTURAL ACTIVITIES

ENHANCE AND ENRICH YOUR
EXPERIENCE WITH WALKING
TOURS, FRENCH COOKING
CLASSES, VINEYARD EXCURSIONS,
HISTORICAL LANDMARK SITES,
MUSEUM TOURS & MORE!



PARTNERS

SEMINAR THEMES

Green Economy: Push towards Innovative, Entrepreneurial Solutions

This seminar focuses on transforming a business idea into a business proposal. Students will be challenged on the societal impacts of their business idea as well as their financial planning. This seminar will provide students with hard skills in financing a start-up and fundamentally change the way they approach an issue to include a social, cultural, and environmental assessment.

International Business Strategy: students will learn how SMEs build and implement sustainable strategies of internationalization in changing and complex environments. A special focus will be given to strategic management in the context of high-tech industry.

New Venture Financing : students will learn the key concepts in designing a financial business plan that addresses key questions such as identifying business opportunities, valuing a business proposal with emphasis on the venture capital method, mobilizing resources through estimating financial needs and finally, raising new capital.

Circular Economy : exploring the shift towards a business model that is more sustainable future. Student will learn more about this mainstream approach for businesses, cities, and governments around the world that to design waste out of product manufacturing.

Managing in Europe – Human Resource Management, Talent, Leadership and Global Mobility in Uncertain Times

Human Resources is being revolutionized to meet challenging goals within unprecedented resource constraints and uncertainties. Students participating in this seminar will gain valuable insight on the relationship between culture, language perception and communication supporting the ability to adapt to different cultural environments and to manage effectively in an intercultural French, European as well as global context.

Cross-Cultural Leadership: Leading across cultures includes, among others, adaptability, effective communication, critical thinking. Students will learn how individuals of different cultures interact with each other is fundamental in effective leadership. In a fast-paced business environment, developing a richer understanding and sensitivity to other cultures is a skill that leaders must possess.

Talent, Diversity in Europe and HR Management: Increasing the talent of diverse workforce talent in globalization era is a key to a competitive advantage and business sustainability in Europe. Students will focus on important issues of European Unity and Diversity including the challenges faced since the formation of the EU to present day, as well as HR management strategies and employment relations in uncertain, unpredictable times.

Global Mobility and Change Management: As business landscapes constantly evolve, companies must effectively address the challenges that emerge and know how to effectively use change to their advantage. This is especially important for human resources (HR) personnel, as they are often the front line of implementing changes within an organization. Students will understand the key concepts and processes and change management in a fast-moving global environment, as well as explore the challenges faced by HR both in terms of global mobility.

SEMINAR THEMES

Aerospace Industry: New Innovation & Competitive Initiatives

The Aerospace industry is vast, and TBS offers specialized degrees on the topic. During this seminar, we will explore the tip of the iceberg. The aim is to provide students with broad understanding of the aerospace ecosystem. This seminar will focus on the key trends and challenges will be outlined with a focus on the three concepts below. The objective is to provide students with the capability to develop new strategies by analyzing relevant issues and trends impacting organizations.

Digital Transformation: exploring how today's organizations are using digital technologies to transform business processes, customer experiences and organizational culture to meet changing business and market expectations.

New Business Models: The Internet, together with other emerging technologies, continues to revolutionize industries. Incumbents with traditional business models struggle. Together, we examine earlier disruptions and consider what may lie ahead for diverse industries.

Open Innovation & Future of Work: exploring the relationship between new technologies, work and society and the way companies think about, analyze, and update their strategies and employees' job practices to continuously remain at the forefront of innovation.

European Business Trends, Transitions and Transformations

Companies in Europe and worldwide are increasingly integrating and investing in new technology trends in their business processes, while balancing effective management of the impact of technology on the workforce. This seminar will focus on the challenges and implications of these digital trends to boost company productivity and effectiveness on a global scale.

AI-Driven Sustainable Business Operations: Business 4.0 integrates and leverages digital technologies to embed sustainable and responsible practices within business organizations. Students will be taught the interplay between AI and emerging technology trends such as Internet of Things, Blockchain, Augmented and Virtual Reality, Metaverse and Cyber Security.

Data-Driven Business: Managing Big Data, Machine Learning and Visualization: The explosive growth in the amount of data created in the world by humans and machines continues to accelerate. Students will understand how to use data analytics to respond to business problems using a data-driven approach.

International Human Resource & Change Management: Issues of managing business are becoming increasingly complex at the same pace as globalization. Students will learn the fundamentals to recognizing cultural and institutional differences and understand the change in organizations' environments and requirements for effective management

SEMINAR THEMES

Financial Risk Management in European Banking

This seminar covers the main dimensions of Financial Risk Management with a focus on the European Banking Industry. Banks are facing a new situation in terms of risks, regulations, digitalization. Students will complete the seminar with a clear understanding of the nature and operations of European banking and, on a wider scale, international financial markets. Students will also understand the strategies of major European firms and banks, and the nature of international financial risks.

European Monetary Integration: Shifting and growing the Euro is not an easy venture. Of the 27 EU member countries, 19 EU member states constitute the Eurozone. Over the next few years, the European expansion program will see an additional 7 member states adopt the Euro currency. Today it is imperative that students wishing to work with or for a European banking institution or in corporate finance have a strong knowledge of the Economic and Financial Implications of integrating European economies.

Banking & Market Risks Management: While understanding European finance, students will also begin to have a better understanding of international finance. The goal of any multinational business is to see growth and profit gain. However, to achieve this end it is important to understand the management practices in the banking industry and its ability to manage the institution's exposure to losses or risk. Students will learn about the different tools to consider when protecting the value of portfolio assets. The key risks are explained and the way to manage them too (interest rates risk, FOREX risk, commodities risk, operational risk, ...).

European Financial Markets: Financial Markets include any place or system that provides buyers and sellers the means to trade financial instruments, including bonds, stocks, the various international currencies, and derivatives. Financial markets facilitate the interaction between those who need capital with those who have capital to invest. In this part, we explore the European Financial Markets specificities and organization. Practical sessions are proposed using BLOOMBERG and REFINITIV.

International Consultancy Project

TBS also organizes a 10-day international consultancy project module. During this seminar students are divided into groups and will work with a French company. A TBS mentor with a background in project management is assigned to each group and helps them liaise with the company, accompanies them in responding to the assignment and coaches them to make their pitch to the company-client. More information can be provided upon request.

SEMINAR STRUCTURE



LECTURES

Let our teaching practitioners share their knowledge and knowhow through interactive group work, real-live case studies and engaging class discussions.

CONSULTANCY PROJECTS

With our innovative pedagogical approach students will work in groups, experience flipped-classes, learn with business games and sometimes 'work for a real company.'



COMPANY VISITS

Meeting companies will provide students with an understanding of the inter-connect European work culture and include innovation management, societal missions and more.

EXPERT TALKS


We invite established professions to tell their story, what do they do and how did they get there. They sit along recent graduates that share their story about job market insertion.



CULTURAL EXCURSIONS

It is important to understand culture by experiencing it first-hand, talking to locals and exploring historical sites. The immersion program is complete with social networking opportunities.

SEMINAR PLANNING



INSPIRING EDUCATION
INSPIRING LIFE

International Seminar at TBS Education
23rd May - 28th May, 2022

	Monday 23rd May	Tuesday 24th May	Wednesday 25th May	Thursday 26th May	Friday 27th May	Saturday 28th May		
09:00	Welcome to TBS					Cultural Day Trip (Albi / Carcassonne)		
09:30		Class Three (3h)	Class Five (2hrs)	Class Seven (3h)	Free Time			
10:00								
10:30	Class One: Objectives & Deliverables Outlines (2h)		Expert Talk					
11:00								
11:30								
12:00								
12:30	BREAK	BREAK	BREAK	BREAK	BREAK			
13:00								
13:30				Meet up and Departure Visit				
14:00	Class Two (3h)	Class Four (3h)	Class Six (3h)	Company Visit	Final Presentations (2h)			
14:30								
15:00								
15:30								
16:00								
16:30					Thematic Conference + Cocktail			
17:00	Cultural Activity: Walking Tour of Toulouse	Expert Talk	Social Event TBS & Student Mixer					
17:30								
18:00								

*Duration of the seminar can vary from one seminar to another. Lecture hours, company visits, social gatherings and other networking opportunities are tailored-made for our partners. Mobility between TBS campus can also be included within the framework of the international seminar. For mobilities between Toulouse-Barcelona-Paris it is recommended to allow for one day of travel.

SEMINAR STORIES

