

International Business Strategy Study Abroad Program Paris, France

March 9 - 16, 2024

Sunday, March 10, 2024 Paris Day 1 - Welcome Day		
Morning 8:30 am	Arrive in Paris <ul style="list-style-type: none"> • Bus Pickup at CDG • Transport to Citadines Place d'Italie Paris to drop off bags • Check in at 3:00pm (those traveling separately, meet at hotel at 3) 	Program Arranged Bus Pickup
10:15 am - 2:30 pm	Activity for students who have arrived	Metro
3:00 pm	Check in at hotel	Citadines Place d'Italie Paris
4:00 pm	Depart for river cruise <i>Metro: Line 6, Place d'Italie to Bir-Hakeim</i>	Metro
5:00 pm	River Cruise on the Seine <i>Board at pontoon no. 3</i>	Bateaux Parisiens Port de la Bourdonnais 75007 Paris
Evening	Dinner and free time on your own	

Monday, March 11, 2024 Paris Day 2 - NEOMA Day		
Morning	Breakfast - On your own	Walking
9:30 - 10:00 am	Welcome Session & Orientation	
10:00 am - 12:00 pm	Class Session <ul style="list-style-type: none"> • Mehdi Bagherzadeh Niri - Innovation Manager from Schoolab at NEOMA - 45 mins + 30 mins Q&A: "Innovation in France" • Class speaker debrief • Work on French company case 	NEOMA Room 401a
12:15-1:15 pm	Lunch @ NEOMA Cafeteria (Popote Cafeteria) First Floor - provided by program <i>Evan Childress (NC State IBDD student) joining for lunch</i>	NEOMA
1:30 pm	Depart for Louvre Museum <i>Metro: Line 7, Place d'Italie to Palais Royal</i>	Metro
2:00-6:00 pm	Excursion: Visit of Louvre (closes at 6pm)	Louvre

7:00 pm	Make your way to Welcome Dinner <i>Metro from Louvre to restaurant: Line 7, Palais Royal to Tolbiac</i>	Rue de Rivoli 75001 Paris
7:30 pm	Welcome Dinner: Kick off your week of education, experience and adventure over a mouth-watering meal. Discuss with peers and faculty what you are most curious to see during the week.	Le Paris Italie 29 Av. d'Italie, 75013 Paris

Tuesday, March 12, 2024 Paris Day 3		
Morning 9:30 am - 11:45 am	Breakfast - On your own Class session <ul style="list-style-type: none"> • Work on French company case • Speaker #2: Bertrand Ballarin - 45 mins + 30 mins Q&A: "An Informal Discussion of Business Management" • Class speaker debrief 	Walking NEOMA Room 401a
12:00 pm 1:00 pm 1:30-2:15 pm 2:30 pm	Lunch on your own Depart for Fragonard Perfumes Corporate Visit #1: Fragonard Perfumes <i>Metro from hotel to Fragonard: Line 7, Place d'Italie to Opera</i> Depart for neighborhood walk with Prof. Littel, then free time	Fragonard 9 Rue Scribe 75009 Paris
6:50 pm	Excursion: Arc de Triomphe <i>Metro</i>	Metro
7:30 pm	Dinner and Shopping on the Champs-Élysées (on your own): <i>Restaurant Suggestions</i>	

Wednesday, March 13, 2024 Day 4 - Reims		
Morning 7:30 am 10:00 am - 12:00 pm 12:00 pm	Breakfast - On your own Bus to travel to Reims (don't be late) Corporate Visit #2: Pommery Tour 5 Place du Général Gouraud 51100 Reims Depart from Pommery to Place d'Erlon	Hotel Program Arranged Bus
12:30 pm 1:30 pm 1:45 pm - 2:30 pm 2:45 pm	Lunch on your own in city center Meet at Sube Fountain for Cathedral Tour Guided tour of Cathedral Pl. du Cardinal Luçon 51100 Reims Depart from Cathedral to NEOMA Campus 1	Reims

3:30 pm - 4:30 pm	Class Session - Debrief	NEOMA Reims 1 Room 1C111
4:45 pm	Depart on bus from NEOMA Campus 1 back to Citadines hotel	Program Arranged Bus
7:00 pm	Arrive back at hotel & dinner on your own	

Thursday, March 14, 2024 Paris Day 5		
Morning	Breakfast - On your own	
9:30-11:45 am	Class session <ul style="list-style-type: none"> • Speaker #3: Edouard Cabasse - 45 mins + 30 mins Q&A: "The French Culture and How to Do Business in France" • Work on French company case 	Walking NEOMA Room 401a
12:00 pm	Lunch and discretionary time on your own	
3:30 - 5:00 pm	Class session <ul style="list-style-type: none"> • Work on French company case • Speaker #4 (3:30 pm): Veolia - Guillaume (Will) Darmouni 	NEOMA Room 401a
Evening	On your own: <i>Restaurant Suggestions</i>	

Friday, March 15, 2024 Paris Day 6 - Final Day		
Morning	Breakfast - On your own	Hotel
9:30 am-10:30 am	Class session <ul style="list-style-type: none"> • Wrap up French company case • Eileen Littel: Working as an Expat in Paris 	NEOMA Room 401a
12:00 pm	Lunch and discretionary time on your own	
3:30-6:00 pm	Farewell Cooking Class - Cordon Bleu	Cordon Bleu 13-15 Quai André Citroën
Evening	On your own: <i>Restaurant Suggestions</i>	

Saturday, March 16, 2024 Paris Day 7 - Time to Fly		
Morning	Breakfast - On your own Check-out by 11:00am Transfer to the airport <ul style="list-style-type: none"> • For group taking 3:50pm flight with Olivia, program arranged bus pickup at 11:00am • Otherwise, Uber/own arrangements 	Hotel