



# SUMMER IMMERSION IN PARIS

> Benefit from IÉSEG's academic excellence and multicultural environment.

**INTERNATIONAL SUMMER PROGRAMS**



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

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## **BECOME A PIONEER OF CHANGE**

As a French “Grande École”, IÉSEG prepares changemakers who, through innovation and humanism, will develop socially responsible organizations that redefine the international context.

Choosing IÉSEG means confronting challenges, defying conventions, and playing a role in changing the world!

**Get ready to join the new culture of international management.**



## KEY FIGURES



### ACCREDITATIONS AND RANKINGS

3 international accreditations:  
**EQUIS - AACSB - AMBA**

**Ranked 32<sup>nd</sup>** in the 2023 global ranking  
of **the best Masters in Management**  
programs (*Financial Times*)



### STUDENTS AND ALUMNI

**8,000 current students and 1,000 executives/  
managers** trained each year

**15,000+** graduates



### THE FACULTY

**200 permanent professors**  
from 54 different countries

100% of permanent faculty  
with a **PhD/Doctorate**



### PARTNERS

**331 partner universities**  
in **74 countries**

**2,500 partner companies**

### ACCREDITATIONS AND LABELS

IESEG and its programs are recognized by several French and international accreditation bodies, guaranteeing the School's excellence. Holder of the "Triple Crown" of international accreditations (EQUIS, AACSB and AMBA), IESEG is a member of the very select circle of top global business schools. In 2023, IESEG was also awarded the French DD&RS Label in recognition of the social and environmental commitment that IESEG is making to all its stakeholders.



IESEG has also obtained the "Welcome to France" certification label from Campus France, which distinguishes French higher education institutions that have met various criteria for welcoming international students.



# VISION, MISSION AND VALUES

*Empowering changemakers for a better society*

## ■ VISION

The IÉSEG vision that emerged from a collective effort, involving all the School's stakeholders, is that in 2025, IÉSEG will be a **unique international hub empowering changemakers for a better society**.

## ■ MISSION

- > **To educate managers to be inspiring**, intercultural and ethical pioneers of change
- > **To create knowledge** that nurtures innovative leaders
- > **To promote creative solutions** for and with responsible organizations

## ■ VALUES



### ACCOMPLISHMENT

We support members of the IÉSEG community to go the 'extra mile', **forging their own path and achieving meaningful goals in life**.



### RESPONSIBILITY

We take into account **the impact of all our decisions and activities on people, the planet and business**.



### INTEGRITY

We, students and staff, **act ethically in a consistent way** in all of our personal and professional activities.



### SOLIDARITY

We pay particular care and attention to everyone by **fostering inclusiveness in all our activities**.



### ENGAGEMENT

We are, actively and collectively, committed **to making a positive impact**.





# WHY STUDY IN FRANCE?

France is an ideal place for studying abroad thanks to its rich culture, gastronomy, architecture, and thriving student life. It has been the home of many of the world's greatest philosophers and thinkers, and is a historic center of culture, from the Lumière Brothers invention of cinema to the evolution of the cutting-edge fashion industry. Every year, France's cultural events and festivities attract people from all over the world.

Not only is France renowned for its culture, there are also some particularly good reasons to choose this country to pursue an education in business. Campus France highlights that France ranks second in Europe in gross domestic product and is the second-largest European market (Eurostat 2022). Furthermore, according to the latest barometer published by international accounting firm EY, France consolidated in 2023 its position at the top of the ranking of most attractive European countries to international investors.



## THE PARIS-LA DÉFENSE CAMPUS

### ■ LA DÉFENSE – EUROPE'S LARGEST PURPOSE-BUILT BUSINESS DISTRICT

IESEG's Paris campus location in La Défense is a strategic asset. Established primarily to strengthen IESEG's connections with French and international companies, it has enhanced the institution's international reputation and visibility.

As IESEG's reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 and 2023 has enabled the School to welcome almost twice as many students as before. Composed of three buildings with a total of 23,000 m<sup>2</sup> (247,569 sq. ft.), the campus offers students several lecture theatres, classrooms equipped to offer immersive hybrid teaching solutions - computer rooms - a trading room and a cafeteria.



## THE SUMMER PROGRAMS IN BRIEF

Five intensive and thematic 2-week courses and a 4-week program offering global business courses.

### ■ ENTREPRENEURSHIP AND INNOVATION SUMMER PROGRAM

- > **Duration:** 2 weeks
- > **Study themes:** Managing Innovation and Business Modeling

### ■ DIGITAL MARKETING SUMMER PROGRAM

- > **Duration:** 2 weeks
- > **Study themes:** Brand Management and Digital Marketing Strategy

### ■ FASHION BUSINESS SUMMER PROGRAM

- > **Duration:** 2 weeks
- > **Study themes:** Fashion and Luxury Goods Marketing, Fashion a Powerful Business Universe

### ■ ARTIFICIAL INTELLIGENCE AND SUSTAINABILITY SUMMER PROGRAM

- > **Duration:** 2 weeks
- > **Study themes:** Artificial Intelligence and Sustainability

### ■ INTERNATIONAL SUMMER ACADEMY

- > **Duration:** 2 weeks
- > **Study themes:** 6 modules in business and management

*“Grab the chance to learn more about yourself, expand your perspective, your network and add an attention-getting asset to your CV.”*

**Farah HEFIED,**  
Head of Short-Term Programs and Middle East Development









Miguel,  
ISEG, Portugal

“

*I chose the Entrepreneurship and Innovation Summer Program for various reasons. I really love this area of management. Being able to study the innovation side and the business creation side is something that really my bachelor doesn't give. It's really an opportunity to gain awareness of how different countries work, how different people are and in a way make friendships, and maybe when you'll go to another country, you'll send them a message, and you'll meet again and they'll help you see the country.*

”

# ENTREPRENEURSHIP AND INNOVATION SUMMER PROGRAM



**Length:** 2 weeks

**Dates:** June 17<sup>th</sup> to June 28<sup>th</sup>, 2024



**Prerequisites:**

The program is open to students coming from ALL DISCIPLINES with a strong interest in Entrepreneurship or Innovation.



**6 ECTS**

SUMMER PROGRAMS

## ■ LEARNING OBJECTIVES

During the two weeks, you will take courses that are highly customized to respond to startups' real-life challenges. You will be introduced to entrepreneurship under conditions of uncertainty, how to apply Sarasvathy's principles of effectuation, and the lean startup business development methodology. In addition, you will gain practical skills to effectively understand, evaluate, create, and manage the innovation process within an organization.

## ■ PROGRAM

### Module 1: Business Modeling (3 ECTS)

At the end of this module, students should be able to:

- > explain the principles of effectuation and lean startups,
- > describe the components and functioning of a business model,
- > develop a value proposition,
- > identify the main sources of failed business models.

### Module 2: Managing innovation (3 ECTS)

At the end of this module, students should be able to:

- > understand the different typologies of innovation,
- > analyze the main internal and external sources of innovation,
- > explain the main challenges of managing innovation,
- > create managerial strategies to shape the innovation process.

## VISITS: (SUBJECT TO CHANGE WITHOUT PRIOR NOTICE)

- > Workshops (e.g.): Kialatok
- > Corporate talks (e.g.): Cyto
- > Potential business sector for visits (e.g.): Station F, IÉSEG Incubator

# WORLD

Sohee,  
Sungkyunkwan University,  
South Korea



*I've always been excited about the idea of building a business. I have done some marketing internships and made some entrepreneurial endeavors. That's why taking IÉSEG's Digital Marketing Summer Program was a stroke of genius for me. I could plunge into the whole concept of branding and marketing, on top of the experience I had. I especially knew the importance of 'digital' transformation after COVID. Not to mention France is one of the fastest-growing nations when it comes to innovation! Let me just say the whole experience was «très bien» (I've been learning French ever since this program)!*

Joanna ,  
Louisiana Tech University,  
USA



*Ever since I was a child, I have been enamoured with the idea of traveling the world and experiencing different countries and cultures. As I got older and learned how I could study abroad through my university, this fascination turned into desire. For me, the IÉSEG Summer program was so much more than just another class; it was a once in a lifetime experience. Not only did I get to learn more about digital marketing, I also had the opportunity to meet new friends from across the globe and truly participate in an immersive cultural setting. From learning how to make macarons to viewing the rich architectural and artistic elements of Paris, this life-changing experience is one I will never forget.*

# DIGITAL MARKETING SUMMER PROGRAM



**Length:** 2 weeks

**Dates:** June 17<sup>th</sup> to  
June 28<sup>th</sup>, 2024



**Prerequisites:**

The program is open to students coming from ALL DISCIPLINES with a strong interest in Digital Marketing.



**6 ECTS**

## ■ LEARNING OBJECTIVES

The internet has completely changed marketing practices and has led to new forms of communication and commercialization.

Students will gain knowledge of basic skills required for digital marketing through social media and brand management. They will study all the key areas associated with digital marketing, including marketing, communication and strategy, positioning, as well as the current strategies behind managing a brand in today's digital and social media world.

## ■ PROGRAM

### Module 1: Brand Management (3 ECTS)

At the end of this module, students should be able to:

- > understand "brand" as a concept and strategy that touches both individual and corporate identity,
- > grasp the role of brand managers,
- > learn the current strategies behind managing a brand in today's digital and social media world,
- > as a member of a team, apply a management model to a real brand that evolves from brand awareness to brand insistence (exceptional consumer loyalty) using the framework of the four C's: Context, Customers, Competition, and Capability.

### Module 2: Digital Marketing Strategy (3 ECTS)

At the end of this module, students should be able to:

- > enumerate the steps involved in developing an informed digital marketing strategy,
- > understand the diversity that exists among digital platforms and their relative "fit" in creating value for the brand,
- > describe customer personas; identify micro-moments that help target customers to achieve their objectives; employ a content matrix to develop sufficient content to meet customer needs across important micro-moments, and evaluate the potential for disruptive product/service design based on reshaping the customer journey,
- > leverage customer stories to shape brand attitudes,
- > develop a deeper understanding of earned, versus paid, social media strategies,
- > create actionable insights from marketing data.

### VISITS: (SUBJECT TO CHANGE WITHOUT PRIOR NOTICE)

- > Workshops (e.g.): Fundraising and Marketing for Non-Profits
- > Corporate talks (e.g.): Demystifying Trends & Cultural Strategy, BlablaCar
- > Potential business sector for visits (e.g.): La Samaritaine



Ian,  
Queensland University of  
Technology, Australia



As much as I've enjoyed all the perfume testing, museum visits, fashion show casting and many marketing pitches done on the fly, most significantly, this course has given me incredible memories with the most amazing bunch of new friends from all over the world. Thank you for not only making my dream of studying abroad come true but for making it the most amazing time! Merci beaucoup tout le monde!

Stephanie,  
Universidad ESAN, Perú



One of my best decisions ever was to take this Fashion Business Summer Program at IÉSEG! Taking risks outside my comfort zone was so important, and it made me so happy to discover what makes my heart beat. I learned so much about the Fashion Industry, Luxury Brands and more! Every teacher and everyone in charge of the talks were so good! I never expected to meet so many nice people and to be so close to them! Thank you for making this experience one of the best experiences of my life! Thank you for giving me so much love and for making me feel at home! I learned so much from you guys! In these two weeks I made more than friends, we are family! Love you all. This summer will be kept in my heart. The best is yet to come...

# FASHION BUSINESS SUMMER PROGRAM



**Length:** 2 weeks

**Dates:** June 17<sup>th</sup> to  
June 28<sup>th</sup>, 2024



**Prerequisites:**

The program is open to students coming from ALL DISCIPLINES with a strong interest in fashion.



**6 ECTS**

## LEARNING OBJECTIVES

This two-week summer program in Fashion Business combines theoretical study with hands-on experience of brands in the apparel industry. You will gain a basic familiarity with all the key areas associated with the fashion industry, including brand development and positioning, marketing, distribution, advertising, and consumer behavior.

## PROGRAM

### Module 1: Fashion and Luxury Goods Marketing (3 ECTS)

At the end of this module, students should be able to:

- > identify the specificities of luxury and be aware of the main differences between mass market and fashion in order to understand luxury clients' needs,
- > communicate effectively in the luxury milieu (with clients, media, influencers, etc.),
- > make informed business decisions about marketing and sales issues, based on an understanding of the main challenges confronting the luxury industry (sales channels, communication, massification, etc.).

### Module 2: Fashion, a Powerful Universe (3 ECTS)

At the end of this module, students should be able to:

- > appreciate the business of fashion,
- > differentiate fashion trends in time and place and relate fashion theories and fashion cycles to trend analysis and prediction,
- > gain an overall knowledge of specific designers/ brands,
- > acquire vocabulary specific to apparel,
- > identify the relationship between fashion design, production, and merchandising in the global market,
- > understand the role of the consumer in today's fashion market,
- > recognize the ethical issues facing both consumers and firms in today's global fashion industry,
- > develop critical thinking and analytical skills related to fashion marketing and merchandising.

## VISITS: (SUBJECT TO CHANGE WITHOUT PRIOR NOTICE)

- > Fashion-related museum visits and exhibitions (examples: Palais Galliera, Louis Vuitton Foundation, Fragonard Museum, etc.)
- > Luxury goods establishments (examples: Guerlain, L'École des Arts Joailliers, etc.)



Tove,  
Lund University School of  
Economics and Management,  
Sweden

“

*The summer program was a great opportunity to learn in an intercultural environment while getting to experience a new city with new friends. The course gave me a broad overview of the topics of AI and sustainable development both separately as well as their relation to each other. In addition to how AI can help facilitate transitions towards sustainability, the course provided me with useful tools for being critical of how AI is applied in society and of what truly constitutes sustainable development. What I liked the most about the course were the knowledgeable and enthusiastic teachers and the impressive variety of perspectives relating to the main themes that were covered. No matter what you are currently studying, the course provides you with highly useful knowledge on the increasingly relevant topics of AI and sustainable development.*

”



# ARTIFICIAL INTELLIGENCE AND SUSTAINABILITY SUMMER PROGRAM



**Length:** 2 weeks  
**Dates:** June 17<sup>th</sup> to June 28<sup>th</sup>, 2024



**Prerequisites:**  
The program is open to students coming from ALL DISCIPLINES with a strong interest in artificial intelligence and sustainability.



**6 ECTS**

## ■ LEARNING OBJECTIVES

Students will learn basic knowledge of all of the key areas associated with Artificial Intelligence and CSR. During this two-week Summer Program, students will have the opportunity to answer the following question: “How Artificial Intelligence fosters sustainability?”. The combination of Artificial Intelligence and Sustainability is a unique opportunity to develop critical thinking and learn how to face the new challenges of today’s global world.

## ■ PROGRAM

### Module 1: Artificial Intelligence (3 ECTS)

**At the end of this module, students should be able to:**

- > understand the historical, cultural and philosophical underpinnings of AI,
- > describe the wide range of goals and approaches that define the field of AI, and their strengths and weaknesses,
- > understand and describe in detail the sub-fields of AI, including planning, machine learning, robotics, natural language processing and autonomous agents,
- > given a real-world problem, suggest AI approaches that might be appropriate for addressing that problem,
- > read and think critically about current AI research and development,
- > understand and analyze the role of AI in achieving the Sustainable Development Goals,
- > be able to describe the impact of AI on economic, environmental and societal outcomes,
- > understand the main ethical topics underpinning the development of AI systems,
- > be familiar with the main global AI governance frameworks and current policy considerations,
- > be able to critically think about the ethics and governance of AI systems given specific cases.

### Module 2: Sustainability (3 ECTS)

**At the end of this module, students should be able to:**

- > understand the history of sustainable development and to be familiar with the main analytical tools and frameworks for examining and measuring this phenomenon,
- > understand the nature and history of the causes and impacts of environmental change on people and the planet, and to be able to examine how these processes may interact with the field of Artificial Intelligence in the 21<sup>st</sup> century,
- > be familiar with the main analytical frameworks for examining and measuring environmental change, economic development, wealth & social inequality and developing ideas on how these tools could be adjusted to better interact with major developments in the field of Artificial Intelligence,
- > understand the historical and causal patterns of economic development across various regions and how these processes have affected people and the planet, and to be able to examine how these processes may interact with the field of Artificial Intelligence,
- > understand the historical causes and patterns of wealth and social inequality, and to be able to examine how these processes may interact with the field of Artificial Intelligence in the 21<sup>st</sup> century.



Nicholas,  
Western New England  
University, USA

Tanisha,  
Regent's University  
London, United Kingdom



*I'm Tanisha and I attended the 2019 International Summer Academy. I had a life-changing experience. We got to meet people from different backgrounds and cultures. We also got to learn about different subjects that we chose on our own. I also took French classes and we got a lot of tours and walking trips around Paris. [...] Everything was so worth it and we had a great time! Thank you for this opportunity.*



*I attended the International Summer Academy this past year. What can I say about the program? It was by far one of the best experiences and decisions in my entire life. I had always wanted to study abroad as a young kid. I got to meet friends from all over the world who will be lifelong friends. I took amazing classes such as Corporate Diplomacy, International Sport Management and Inventory Management. It was interesting to see how the teaching methods of professors from all over the world compared with those of my home university. If you are considering going to IÉSEG, I highly recommend it to you. You will have the experience of a lifetime!*

# INTERNATIONAL SUMMER ACADEMY



**Length:** 2 weeks

**Dates:** June 17<sup>th</sup> to June 28<sup>th</sup>, 2024



**Prerequisites:**

The program is open to students coming from ALL DISCIPLINES with a strong interest in current global issues.



**4 ECTS**

## ■ LEARNING OBJECTIVES

This two-week intensive summer program is designed to deepen participants' understanding of business and management within a broader global context.

This summer program gives students the opportunity to build critical business skills and to study firsthand a global business and management approach. This is a great way to spend the summer: discover Paris, expand your academic horizons, build an international network of friends and professors, while experiencing the French way of life and getting an insight into global business from top faculty, in one of the best business schools in France.

Students have the option to choose 2 business and management courses

## ■ PROGRAM

**Modules offered in June 2024** (subject to change without prior notice)

- > Corporate Communication Strategies
- > European Integration
- > International Marketing
- > Negotiation Techniques for Business
- > Soft Skills
- > Sports Management



# EXTRACURRICULAR ACTIVITIES

In addition to a busy academic schedule, participants in the IÉSEG Summer Programs benefit from a high-quality selection of extracurricular activities.

## ■ ACTIVITIES COMMON TO ALL SUMMER PROGRAMS

### **Guided Seine river cruise**

An exceptional, quick and relaxing way to visit Paris, the traditional romantic Seine river cruise is offered to all our Summer Program students as part of the Welcome Day.

### **“L’incontournable” International Evening**

The International Evening is a unique way to make new friends, get to know more about diverse nationalities and create new memories. During this event, students are split in teams and take part in a fun and collective game!.

### **Our Closing Ceremony**

An unforgettable closing ceremony marks the end of the IÉSEG summer programs, followed by a farewell buffet celebrating students’ new global network of friends.

## ■ SPECIFIC ACTIVITIES PER PROGRAM

**You will be able to choose two elective activities from among the following:**

- > Guided tours of Paris’ districts (Montmartre, Latin District, Paris’ Left Bank, secret passages, etc.)
- > Museums (Louvre, Orsay, Palais de Tokyo, Pompidou, etc.)
- > Opéra Garnier
- > Château de Versailles
- > Wine Tasting
- > Bakery class or French gastronomy class
- > Street Art guided tour
- > Day in Reims (Champagne region)
- > Etc.

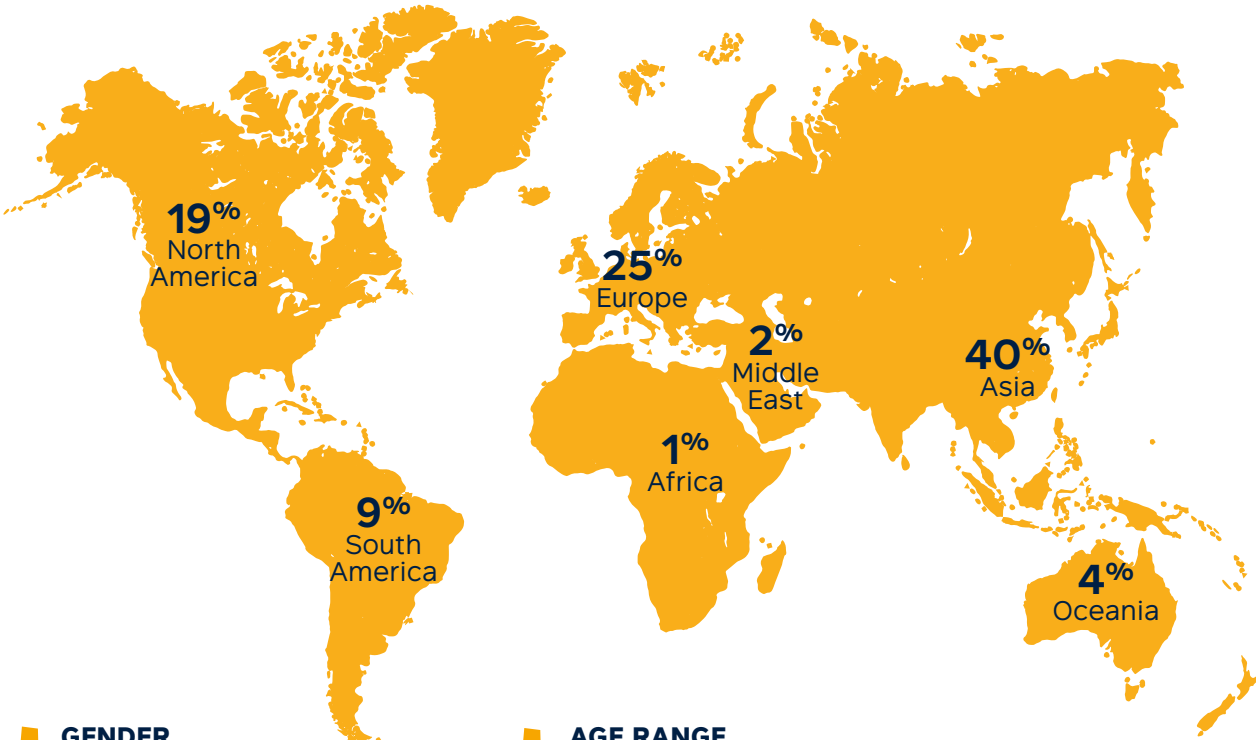
**SUBJECT TO CHANGE WITHOUT PRIOR NOTICE**

**FOR MORE  
INFORMATION**

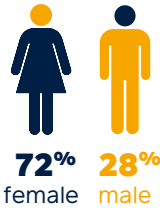


# PARTICIPANTS' PROFILE

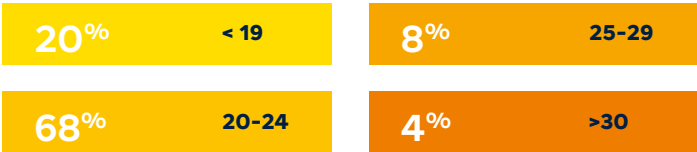
## NATIONALITIES



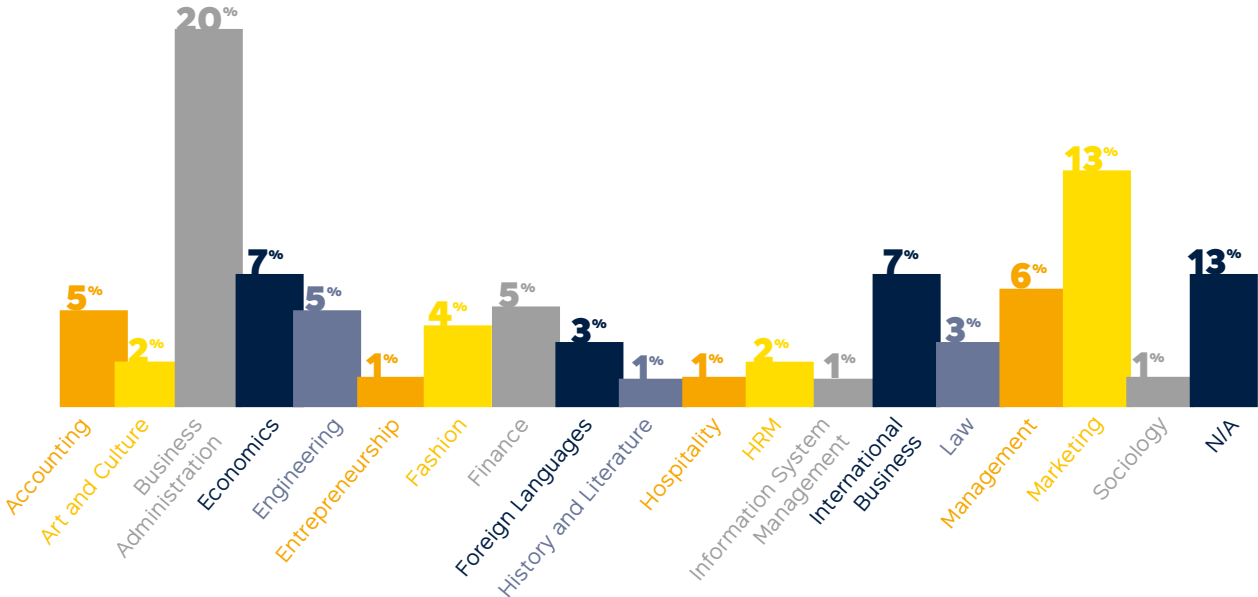
## GENDER



## AGE RANGE



## MAJORS



ÍESEG's numbers based on participants in the Summer Programs from 2012 to 2023

# HOUSING PACKAGE

## ■ YOUFIRSTCAMPUS RESIDENCES FOR STUDENTS **youfirst**

During the program, students are accommodated at one of the residences provided by our partner **YOUFIRSTCAMPUS** in Paris-La Défense (5 to 10 min walk from the School).

Students from all programs will be able to check-in on Sunday June 16<sup>th</sup>, 2024. The checkout will be on Monday July 1<sup>st</sup>, 2024, at the latest.

## ■ ROOM FURNISHINGS AND EQUIPMENT

- > Sleeping area: single bed (90 x 200cm)
- > Desk area: table and comfortable chair
- > Storage space: closet, bookshelves and additional storage space below your bed
- > Well-lit bathroom: large shower, large mirror, sink and toilet
- > Fully equipped kitchenette: 1 sink, 1 microwave, 2-burner stovetop, 1 fridge and 1 full set of dishes with all you need for cooking and eating
- > Bed linen, bathroom towels, cleaning kit and kitchen kit (plates, cutlery, pans, etc.) provided

## ■ RESIDENCE FACILITIES

**Common areas within the building include:**

- > a shared kitchen,
- > a laundry room,
- > a study room,
- > a fitness room, etc.



The Grande Arche residence:  
[www.campusea.fr/en/residence/153161](http://www.campusea.fr/en/residence/153161)

The Rose de Cherbourg residence:  
[www.campusea.fr/en/residence/222405](http://www.campusea.fr/en/residence/222405)

FOR MORE INFORMATION

# APPLICATION PROCESS

The application process starts with the submission on an application form via an online interface at [ieseg.fullfabric.cloud](https://ieseg.fullfabric.cloud), followed by a review of the supporting documents.

## ■ APPLICATION CHECKLIST

- > Application online
- > JPEG Picture for your student card
- > Copy of your passport (ID page)
- > Recent CV / Resume
- > Copy of all your transcripts from higher education level
- > English Proficiency test for non-native speakers: TOEFL IBT 90, IELTS 6.0, TOEIC 850, BULATS 65 and Cambridge B2 First, Duolingo 105 or a letter signed by an English language professor attesting to the level of the student
- > Native English speakers or candidates who have followed two years of courses taught in English or worked in an English-speaking environment are exempt
- > Authorization for use of image (available on the application form)

## ■ APPLICATION PROCESS

**Online Application > Admission Committee > Final Decision**

Students will receive the admission response by email.

If admitted, students will need to proceed with the payment of the total fees by credit card to confirm their place in the program.

Admitted students will then need to apply for the appropriate visa.  
Please check: [france-visas.gouv.fr](https://france-visas.gouv.fr)

## ■ APPLICATION DEADLINE **APRIL 15<sup>TH</sup>**

## ■ CONTACTS

Miss Farah HEFIED and Miss Claire ROTURIER – [short-term-programs@ieseg.fr](mailto:short-term-programs@ieseg.fr)

### SOCIAL MEDIA



IÉSEG School of Management /  
Short-Term Programs IÉSEG



ieseg\_school /  
shorttermprogramsieseg



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## TUITION AND SCHOLARSHIPS

The table below shows the fees for students paying full tuition as well as for students from partner universities (10% discount on tuition fees ONLY).

Please note that the total cost includes all in-class teaching and course materials, access to all university facilities, two official IÉSEG transcripts and a certificate, along with a housing package (accommodation and extracurricular activities).

The housing package includes accommodation in single rooms with a private bathroom and kitchen area. The package also includes apartment amenities (free Wi-Fi, common areas, etc.) and multiple extracurricular activities.

If you do not opt for the housing package, you will need to pay 25€ for a half day activity and 50€ for a full day activity.

Please read the terms and conditions on our website: [www.ieseg.fr/programmes/short-term-programs/](http://www.ieseg.fr/programmes/short-term-programs/)

### ■ TUITION FEES

	Full Price	10% discount tuition fee (partner universities ONLY)
<b>Tuition fees (topic-based courses)</b>	<b>€1,500</b>	<b>€1,350</b>
<b>Housing Package (optional)</b>	<b>€1,350</b>	<b>€1,350</b>
<b>Administrative fees</b>	<b>€250</b>	<b>€250</b>
<b>TOTAL PRICE</b>	<b>€3,100</b>	<b>€2,950</b>

### ■ MERIT-BASED SCHOLARSHIPS

IÉSEG offers a limited number of scholarships, covering up to 50% of the tuition fees (business-course tuition). Students from all academic fields are encouraged to apply.

We do not require financial documentation. The deadline is April 1<sup>st</sup>, 2024. For more information, please contact [short-term-programs@ieseg.fr](mailto:short-term-programs@ieseg.fr) or visit our website at [www.ieseg.fr/programmes/short-term-programs/](http://www.ieseg.fr/programmes/short-term-programs/)



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> [www.iesege.com](http://www.iesege.com)



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY