

ORGANIZED BY THREE TOP FRENCH GRADUATE SCHOOLS:  
ECOLE CENTRALE, HEC, AND THE INSTITUT D'ETUDES POLITIQUES

# THE BENJAMIN FRANKLIN PROGRAM

A PROGRAM IN ENGLISH

## KEY EUROPEAN ISSUES 1992 AND BEYOND

JUNE 14 - JULY 26, 1990 in Paris, France

Focusing on Europe through a multidisciplinary approach, (political, managerial and technological), this Program enables students from North American universities to understand and communicate with their European counterparts on the eve of the 21st Century.

**A PROGRAM FOR:** —Graduate Students  
—Post Graduates  
in the fields of business, engineering, law,  
political science or international affairs.

### A SIX WEEK INTENSIVE COURSE ON EUROPEAN ISSUES:

**European Environment:**

- Major economic perspectives
- Social issues
- Legal hierarchy within the EC
- Political Unification
- Security in Europe

**European Management:**

- European financial and capital markets
- Fiscal issues
- Monetary integration
- Mergers and Acquisitions in Europe
- Comparison of management styles
- Marketing in a 'Single European Market'

**European Technology:**

- The industrial context: the importance of technology
- The management of technology in European firms
- European technological and research cooperation programs.

**For further information**

**Write to:** Patrick Weil  
Program Director  
BENJAMIN FRANKLIN PROGRAM  
IEP PARIS  
27, rue St Guillaume  
75341 PARIS CEDEX 07 FRANCE

**THE PROGRAM COMBINES:** lectures, round table discussions, tutorials, small group work, case studies and site visits to selected firms and industries.

**WITH THE ACTIVE PARTICIPATION OF  
INTERNATIONAL COMPANIES:**

Last year, AEROSPATIALE, LVMH, CCF, CREDIT LYONNAIS, MATRA, THOMSON, HONEYWELL BULL partook in the Program and offered case studies on site visits or in the classroom.

**TAUGHT BY A FACULTY COMPOSED OF ACADEMICS  
AND EXPERTS FROM THE PROFESSIONAL WORLD**

- University professors (of the sponsoring schools)
- Consultants
- Industrialists
- High ranking civil servants
- Trade Unionists
- Politicians
- Journalists

**WITH A UNIQUE OPPORTUNITY TO OBTAIN A PAID  
INTERNSHIP:**

Students may obtain a paid internship up to a year long in a variety of sectors.

**THE COST IS \$3900 AND INCLUDES:** tuition, class room materials, air fare (NY/PARIS/NY), housing, meals (breakfast and lunch) and trips incurred by the Program.

**FINANCIAL AID** is available for those receiving aid from their universities.

**Call Collect:** Caroline Emmet  
Program coordinator

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