Travel to Nantes, the bustling city near the Atlantic coast with a long and varied urban history. Founded around 70 BC, Nantes became the first port of France and is the site of what may be the first public transport system in the world, the omnibus, developed in the 19th century. Under the guidance of Professor Bargenda, explore urban planning strategies from the middle-ages to modern times by viewing such marvels as a Renaissance castle of the Brenton Dukes, impressive gothic cathedrals, and the medieval quarter of Bouffay that features wooden-wall facades from the 15th century. Equally impressive are the modern-day architectural treasures, which include the imposing Cité radieuse at Reze by Le Corbusier and the court house by Jean Nouvel.

The two-day trip also includes visits to the seaside city La Baule, Chateaux de ducs Bretagne, a winery, and the Salt Fields famous to the region.

EXCURSIONS WILL INCLUDE...
- A Bastille Day firework show
- Picnicking at the Eiffel Tower
- Exploring the magnificent palace at Versailles
- Bateaux Mouches cruise down the River Seine
- A day trip to Blois Castles with a picnic by the Loire River
- The Architecture museum of of La Défense
- A guided tour of the newly opened Cité de l’Architecture et du Patrimoine Palais Chaillot
- Visit to the Urban Development and Social Transformations Conference at UNESCO

Tour of Nantes (2 days, 1 night)
- Includes transportation to and from Paris to the area
- Includes overnight lodging
- Tour of local winery
- Exclusive visit to La Baule and Chateaux de ducs Bretagne
- Explore the famous Salt Fields

ESCE - Ecole Superieure du Commerce Extérieur was created in 1968 as the first school in France specializing in international trade. In 1995, the new campus opened its doors at La Défense, home of the headquarters of many French and international companies. The school includes an extensive multi-media library with a myriad of resources including free-access computer rooms and technologically enhanced classrooms. Other facilities include three restaurants, two cafes or in the gardens of the Palais Royale or the Tuileries, visit Mona Lisa and Venus de Milo in the Louvre, dine on crepes, and taste the nightlife.

Take both of the following courses, which together, will give you a solid understanding of Paris itself, of France, of the relationship between the United States and France, and of the global economy.

Management 190 (4 units)
**Expanding Globally**
Understand “Globalization” and what drives it, including production, decreased trade and investment barriers, technology and the changing demographics of the global economy. Explore national and cultural differences in political economies and develop an appreciation for today’s global trade and investment environment. Topics include: differences in regional economic integration in the European Union, NAFTA, Mercosur and Asean and the World Trade Organization; world economics and the monetary system; organizational and managerial control strategies, entry strategies and strategic alliances. Learn to assess today’s global business operations through practices in importing and exporting and counter-trade, materials management, marketing and research and development services.

Instructor: Dr. Serge Pierre Besanger is an Associate Professor of Strategic Management at France’s Foundation Nationale pour l’Enseignement de la Gestion (FNEGE) and acts as a consulting expert with the International Monetary Fund (IMF) in Washington D.C.

**Paris**

**June 28 - July 28**

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Increasingly, cities play a predominant role within the broader context of globalization and urbanization. As generators of growth and economic development, they create opportunities for social mobility and the development of concentrated spatial structure. The course will examine the distinct characters of American and French cities in terms of historic development, urban planning policies, as well as economic and social structures. It will place particular emphasis on concepts related to the emergence of cultural identity, such as public housing neighborhoods, urban sprawl, poverty, social exclusion and the integration of immigrant populations. Government intervention and building laws are key factors in the shaping of urban space. The course further addresses issues relevant to future urban design such as the preservation of cultural heritage, environmental impact, transit-oriented development, eco-consistency. An overview of related theories such as Smart Growth and New Urbanism seeks to illustrate the importance of a reorganization of metropolitan areas. In deconstructing the normative myths involved in the theories and practices of urbanization within the two paradigms, students will explore how local, national and global identities derive their cultural imperatives from the invention of the city.

Instructor: Dr. Angela Bargenda, Professor, Ecole Supérieure du Commerce Exterieur.