





CLUE

Celebrating EM Strasbourg's
European Roots



| be distinctive™

EM Strasbourg's Mission

EM Strasbourg strives to educate competent, responsible, and agile managers to become global citizens, ready to find their place in society and able to develop a performance-driven management style.

At EM Strasbourg Business School, the only Grande École de Management in France that is part of an internationally recognized university, we aim to produce high-impact intellectual contributions based on academic research relevant for 21st-century organizations.



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EM Strasbourg at the Heart of Europe

Given its European roots and geographic location—in the capital of Europe, it's only natural that EM Strasbourg offer its students unique learning experiences with intercultural and European flair thanks to its 120 plus European partners; French, English, and German program tracks; dual degrees; specific courses; visits; conferences; etc.



Thematic conference on the digital single market held in 2018 at the European Parliament

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CLUE: Teaching Global Awareness through a European Lens

To strengthen its distinctive European character, EM Strasbourg launched CLUE, a core set of courses and learning activities, in 2018/2019. Since then, CLUE has been an integral part of the Bachelor's, Grande École, and Master's Program.

CLUE allows students to acquire **intercultural and language skills** while deepening their **knowledge of Europe, its values, and its institutions**.



© European Parliament

CLUE at a Glance

Cross-cultural skills



Language excellence



Uncommon activities



European leadership



CLUE Up Close

Cross-cultural skills

Intercultural management courses

- Courses, seminars, and collaborative projects
- Intercultural Effectiveness Scale (IES) test
- Personal and professional development seminars



Language excellence

Language courses with the possibility of earning official certificates

- GoFLUENT: Self-directed language learning platform
- Language Learning Center (LLC)



CLUE Up Close

Uncommon activities

Thematic conference-debate in the European Chamber of Parliament / Visit to the European institutions

- Students in the Master's Program

Role play at the Parlamentarium

- Students in the Bachelor's Program / Programme Grande École



European leadership

Courses on European institutions and affairs

- Intercultural Management and Leadership, Introduction to European Economic Policy, Histoire de l'Europe et des institutions européennes, Enjeux économiques et sociaux en Europe, etc.





CLUE Course Offer

Bachelor of International Business

Pillar	Year	Course / Activity	Contact Hours
Cross-cultural skills	1	Management interculturel I	12
		Projet I : Mise en œuvre d'un projet collaboratif	26
		Societal Analysis - 3 Values	16
	2	Développement personnel et professionnel II	7
		Management international et interculturel	30
		Projet II : Mise en œuvre et projet II : Résultats	20
		Séminaire DPP	16
	3	PPD Seminar	17
		Projet professionnel	10
Language excellence	Language course + GoFLUENT platform + Language Learning Center		
Uncommon activities	Simulation game at the European Parliament		
European leadership	1	Histoire de l'Europe et des institutions européennes	20
		Séminaire d'actualité économique	24
	3	Cross-Border Business Issues	20

CLUE Course Offer

Programme Grande École

Pillar	Year	Course / Activity	Contact Hours
Cross-cultural skills	2	Intercultural Management	27
	3	Intercultural Effectiveness Scale (IES) test	2
Language excellence	Language courses + GoFLUENT platform + Language Learning Center		
Uncommon activities	Simulation game at the European Parliament		
European leadership	1	Introduction à l'économie européenne	20
	2	European Economy	27
		Introduction to European Economic Policy	27
		Introduction to European Economy (IEB major)	20
		Intercultural Management and Leadership	20
	3	EUCOR track (IEB spécialization)	81
		European Strategy Project (IEB specialization)	27

CLUE Course Offer

Master's Program

Pillar	Year	Course / Activity	Contact Hours
C ross-cultural skills	2	Management interculturel	2
	1 + 2 EMS	Intercultural Effectiveness Scale (IES) test	2
L anguage excellence	Language courses + GoFLUENT platform + Language Learning Center		
U ncommon activities	2	Thematic conference-debate in the European Chamber of Parliament / Visit to the European institutions	4
E uropean leadership		Enjeux économiques et sociaux en Europe	2



Testimonials



"An excellent window on the European Parliament—an institution we rarely see from the inside that we had the opportunity to visit. Being able to attend a conference there was symbolic."

Second-year student in the Master of Business Management and Administration (cont. ed.)

"The intercultural management seminar allowed students to better understand the importance of cultivating intercultural skills in order to become more efficient and effective managers."

Kevin MacGabhann, Associate Professor of Intercultural Management and Associate Dean for International Relations

"CLUE is above all teamwork between speakers who convey their energy and thoughts with passion, an opportunity for students to develop a strong sense of community in the Master's Program, and mutual growth centered on strong values."

Marie-Hélène Broihanne, Associate Dean for the Master's Program

"The setting is superb. It's a real opportunity to go to the European Parliament and take the place of MEPs."

Second-year student in the Master of Human Resources

Don't Stay CLUEless about Europe!

Don't stay **CLUE**less
about Europe!

Cross-cultural skills
Language excellence
Uncommon activities
European leadership

*Discover a distinctive set of classes and
learning activities with a European focus.*



CLUE

Cross-cultural skills - Intercultural management classes
Language excellence - English language learning
Uncommon activities - Simulations & conferences at the EU Parliament
European leadership - Classes on current European topics

The aim of CLUE is to enable students to acquire multicultural and linguistic skills, while deepening their knowledge of Europe, its economy, history, values, and key institutions.



- 1,800+ students participating every year
- Exchanges with Members of the European Parliament, business experts, and academics
- A unique experience in the heart of Europe!

For more information: www.em-strasbourg.eu



CLUE

*Discover a distinctive
set of classes and learning
activities with a European focus.*

Intercultural management classes

English language learning

Simulation games & conferences
at the EU Parliament

Classes on current European topics



New European Lounge



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**Center for Information and Documentation
on the European Institutions at EM Strasbourg**

CLUE Certificate



Certificate of Completion

EM Strasbourg Business School
is proud to award this certificate to

First name Last name

for successfully participating in the following activities within the framework of CLUE

- C**ross-cultural skills - Conference on intercultural management
- L**anguage excellence - Language and management courses in English
- U**ncommon activities - Conference on the digital single market in the Chamber of the European Parliament, 10/10/18
- E**uropean leadership - Conference on the social and economic challenges of Europe

Dr. Herbert Castéran
Dean of EM Strasbourg
Business School

Date

Prof. Marie-Hélène Broihanne
Associate Dean for
Master's Program

The European Parliament: Privileged Partner of EM Strasbourg

EM Strasbourg and the European Parliament,
partners for 20 years and counting

- Over 100 visits have been organized to the European Parliament with more than 8,000 French and international students.
- In 2007, as part of International Week, a conference with 500 plus international students was convened in the Chamber of the European Parliament.
- In 2012, a management convention was held with more than 250 research lecturers and special guests.
- In 2016, seminars on geoblocking, international trade, ethics, etc. as well as meetings with MEPs and over 300 student participants were organized.

CLUE,
a lever for even greater cooperation

- Two thematic conferences, [on the digital single market](#) in 2018 and [corporate social responsibility](#) in 2019, were held in the chamber with more than 800 master's students, MEPs, research lecturers, and representatives of the business world.
- Role play in the Parliamentarium has enabled more than 2,600 students to learn about the European Union's decision-making processes.
- In 2019, activities were carried out promoting the EU institutions and raising awareness of the European elections through simulated voting and the creation of personalized badges during open houses at EM Strasbourg.

Corporate Social Responsibility (CSR)— What challenges does it pose for Europe?

Strasbourg, November 28, 2019

For the second year in a row, the Chamber of the European Parliament in Strasbourg welcomed more than 400 students from the Master's Program to a conference-debate on the topic of CSR—a topic at the core of many debates within the European Union.

Organized to provide a platform for fruitful exchange, the conference was held under the auspices of Herbert Castéran and Marie-Hélène Broihanne, Dean and Associate Dean for the Master's and Executive Education Programs at EM Strasbourg respectively, and moderated by Enrico Prinz, Director of Internationalization at EM.



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Read the press release [here](#)





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