

BOOT CAMP - FRANCE 2020 MAY 25 / JUNE 7



IUT LE HAVRE

UNIVERSITÉ LE HAVRE NORMANDIE



DETAILED PROGRAM

FEMALE BUSINESS FOUNDERS

How to fight stereotypes and the representations of women in the workplace to acquire new professional behaviors and promote gender equality? How can we promote audacity and ambition to stimulate integration and professional development?

We'll examine initial and tertiary education programs as well as lifelong learning provisions and the various schemes run by public or private institutions to find out what are the levers, initiatives and programs that help achieve equal opportunities, federate energies, promote job creation, remove obstacles to women's entrepreneurship and ultimately enhance the attractiveness of an entire region.

MAY 25, 2020 TO JUNE 7, 2020

Monday 25 May

Welcome at Paris Airport

Tuesday 26 May

Opening conference "We want gender equality" but what are French universities doing to get it ?

Overview of policy and practice in the French Education System, including the promotion of equal opportunities and female entrepreneurship.

Participative workshop on overcoming gender stereotypes which limit choices and opportunities; with current & former "Pépité" students.

> Self-censorship, brakes & stereotypes

> Finding solutions (creativity)

- Tour of the Institute of Technology and the University (IUT LE Havre and Université Le Havre Normandie).

- Le Havre city Unesco World Heritage guided tour.

- Official welcome at Le Havre City Hal and panoramic view from the 17th floor

Wednesday 27 May

World café with leading female figures and entrepreneurs from local industry and business. Themes related to entrepreneurship and networking.

- Visit of the Chamber of Commerce and Industry (CCI) & "Femmes & Challenges" (local female entrepreneur's network).

- Tour of Le Havre harbor and port by boat.





Thursday 28 May

Class : guidelines for carrying out surveys and interviews.

Workshop : design and creation of a questionnaire targeting women entrepreneurs (each US student will be paired with a French student during workshops and for all their stay in France).

- Interviews with women entrepreneurs.
- Introduction to sailing at Le Havre marina.

Friday 29 May

Class : visual text analysis.

Case study : "Women at work : there's still work to do". Analysis and discussion of how the image of women in the media, in advertising and in corporate imagery, has evolved using visual textual analysis techniques.

- Visit to Etretat.



Saturday 30 & Sunday 31 May

Week-end in Paris : Eiffel Tower, Champs Élysées, Louvre Museum, Montmartre, Sacré Coeur, "bateau mouche" boat trip, famous shopping streets ...



Monday 1st June (national holiday)

One day in a french family.

Tuesday 2 June

Class : "Women's freedom and marketing : comparison between Etam Live Show and Savage x Fenty Show".

Case study : Etam.

- Trip to visit Honfleur & Deauville.
- Company visit



Wednesday 3 June

Workshop : data analysis after interviews with female entrepreneurs.

- Escape game.

Thursday 4 June

Creative workshop : co-designing a presentation to wrap-up the week,

- Company visit.
- Andre Malraux Modern Art Museum.



Friday 5 June

Final oral presentation and assessment.

Objectives : formal presentation with creativesupport, in amphitheatre among a jury (teachers, female entrepreneurs, CCI) Bootcamp official graduation and official photo.

Conclusion & opening up : what is female entrepreneurship in USA ?

Saturday 6 June

Visit to the Mont Saint Michel.
Normandy landing beaches.
Caen War Memorial Museum.



Sunday 7 June

Departure to Paris airport ...

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DESCRIPTION OF ACADEMIC ACTIVITIES

FEMALE BUSINESS FOUNDERS

The thematic workshops will be introduced by conferences which will point out the progress of reflection, analysis, innovation and the various actions. They will be illustrated by round tables with a strong focus on women entrepreneurs and their testimonies as well as on all the actors involved in this creative momentum.

The academic activities will emphasize the workshop format in order to encourage group work : case studies, media analysis with reference to advertising campaigns, survey techniques targeting women entrepreneurs, processing and presentation of surveys with the creation of dynamic communication media for the final assessment.

The American and French students will work in pairs to enhance interpersonal and intercultural relations, synergies and work dynamics to develop the practices and skills of all involved. American students will be able to contribute to the sharing of both academic and professional practices in the field of commerce.

They will thus have the opportunity to learn about our professional University education system and the many university/business links that make up our DNA.

Some time will be devoted to visiting company premises and introducing the networks and collaborative spaces that help develop entrepreneurial minds. The company visit will help illustrate and identify on the ground reality through an understanding of the daily life of women entrepreneurs.

Tuesday 26 May

09:00 - Opening conference (1h30) :

« We want gender equality » but what are French Universities doing to achieve this ? Overview of policy and practice in the French Higher Education System including the promotion of equal opportunity and female entrepreneurship. Targeted skills : understanding the French Higher Education system, understanding of University strategies to promote equal opportunities, professional integration and encourage professional diversity and female entrepreneurship.

10:30 - Participative workshop (1h30) : overcoming gender stereotypes which limit choices and opportunities. With current & former Pépité students.

- Self-censorship, brakes & stereotypes
- Finding solutions: creativity

Outcomes :

- Developing an open mind : listening, understanding, opening up
- Developing interpersonal skills : exchanging, commenting, respecting differing points of view.
- Define a professional ethos based on diversity.
- Knowing how to analyse behaviour.
- Enriching personal and professional values.
- Demonstrating creativity in the solutions proposed.

Wednesday 27 May

09:00 - "World café" : with leading female figures and entrepreneurs from local industry and business. Themes related to entrepreneurship and networking.

10:30 - Speed mentoring (1,5h) : Advice from professionals. Produce a digital graph for the final slideshow.

Outcomes :

- Developing interpersonal skills,
- Developing communication,
- Creating a communication medium: choosing or creating visual identity, creating text messages.

Thursday 28 May

09:00 - Lesson/class : Guidelines for surveys and interviews

10:30 - Workshop : design and creation of a questionnaire targeting women entrepreneurs (each US student will be paired with a French student during workshops and for all their stay in France).

Professional contacts will be made available and slots will be reserved for students to carry out the surveys. Students will be expected to analyze the surveys and prepare a slide presentation of their results to a jury of teachers, professionals and French students.

Outcomes:

- Collecting and analyzing information, data processing, synthesizing and interpreting data.
- Constructing a survey and using digital tools for visualizing the results, building communication media and tools.
- Work planning.

Friday 29 May

09:00 - Mr Alexandre IvoL, head of IUT Marketing department

Lecture : visual text analysis

Case study/workshop : "Women at work : the work ahead."

An analysis and discussion of the evolution of the image of women in advertising and in corporate imagery, using visual text analysis techniques.

Outcomes :

- Knowing how to read images
- Interpreting cultural symbols and elements
- Analyzing behaviorism and comparing practices in the two countries.

Tuesday 2 June

09:00 - Class :

« Women's freedom and marketing : comparison between Etam Live Show and Savage x Fenty Show »

Case study: Etam

Outcomes :

- Studying professional cases
- Analyzing communication strategies and sales techniques

Wednesday 3 June

09:00 - Lecture : data analysis following interviews with female entrepreneurs

Workshop : data analysis based on the interviews with women entrepreneurs

Thursday 4 June

09:00 - Creative workshop : co-designing the final presentation.

Designing of a slide show including digital data analysis.
Targeted skills : autonomy in soft skills, rigor, group spirit and work, initiative, creativity.

Friday 5 June

09:00 - Final oral presentation and assessment

Objectives : formal presentation with creative support, in front of a jury (Teachers, female entrepreneurs, Chamber of Commerce representative)

Outcomes :

- Risk-taking
- Speaking skills
- Sharing and convincing

Bootcamp official graduation : students will receive a certificate of participation officializing the 5 ECTS credits issued by our university

Official photos

Conclusion & opening up : What is Female entrepreneurship in the USA ?

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ACCOMMODATION

You will stay at **Campanile hotel ***, in a private room.**

The Campanile Le Havre Center Hotel is located in the heart of the center of Le Havre, just 700 meters from the SNCF train station, and a few meters from the Tramway.



All of the Campanile rooms are air-conditioned and equipped with a private bathroom (with bath or shower), high-end bedding, a flat-screen TV with a wide choice of channels, a large desk, a telephone and free and **unlimited broadband WIFI access.**

At the Hotel restaurant, you will be offered a good, balanced breakfast : a large buffet, consisting of fresh products (fruit, dairy products), hot drinks and fresh fruit juice, and of course many breads and pastries.

