



CLUE

2023/2024

EM Strasbourg Business School's European Roots



EM Strasbourg's Mission

Located in the heart of Europe and in the capital of humanism, EM Strasbourg Business School educates responsible, agile managers and leaders with a European mindset, ready to tackle organizational challenges through an impact-driven management style.

At EM Strasbourg Business School, the only Grande Ecole de Management in France to be part of an internationally recognized university, we produce impact-driven academic research to support the transformation of organizations in our ecosystem.



EM Strasbourg at the Heart of Europe

Given its European roots and geographic location—in the capital of Europe, it is only natural that EM Strasbourg offer its students unique courses and experiences with intercultural and European flair: more than 110 European partner universities; 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. Since 2018/2019, 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 how its institutions function.



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CLUE at a Glance

Cross-cultural skills



Language excellence



Uncommon activities



European leadership



CLUE Up Close

Cross-cultural skills

Instruction in intercultural management

- 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

U ncommon activities

Back-to-school conferences and a thematic conference-debate in the Chamber of European Parliament / Visit to the European institutions

- Students in the Master's Program, Programme Grande École, and on international exchange

Role play at the Parlamentarium

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

E uropean leadership

Courses on European institutions and affairs

- Examples: Séminaire d'actualité de la recherche économique, Introduction to European Economic Policy, Enjeux économiques et sociaux en Europe, etc.





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CLUE Offer: Bachelor's Program

| Pillar | Year | Course | Contact hours |
|--|---|---|---------------|
| Cross-cultural skills | 1 | Intégration d'un environnement interculturel | 178 |
| | | Méthodologie de l'étudiant | 24 |
| | | Project I: Mise en œuvre d'un projet collaboratif | 36 |
| | | Societal Analysis – 3 Values | 16 |
| | 2 | International and Intercultural Management | 20 |
| | | Projet II : Mise en œuvre & Projet II : Résultats | 42 |
| | | Séminaire DPP | 20 |
| | | Stratégie d'insertion pro. portefeuille de compétence | 10 |
| | 3 | Intercultural and International HRM | 20 |
| | | PPD Seminar | 27 |
| 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 | 3 | Cross-Border Project | 25 |

CLUE Offer: Programme Grande École

| Pillar | Year | Course | Contact hours |
|-----------------------|--|--|---------------|
| Cross-cultural skills | 2 | International Consumer Behavior | 27 |
| | | Intercultural Management and Leadership | 20 |
| | | International Management | 27 |
| | | International Strategy | 27 |
| | | International Business Expertise | 20 |
| | 3 | International Business Negotiations: Bridging the Cultural Gap | 20 |
| | | Intercultural Effectiveness Scale (IES) test | 2 |
| Language excellence | Language courses + goFLUENT platform + Language Learning Center | | |
| Uncommon activities | Back-to-school conference and simulation game at the European Parliament | | |
| European leadership | 2 | The Government of the European Union | 27 |
| | | Introduction to European Economy | 20 |
| | 3 | European Strategy Project | 26 |

CLUE Offer: Master's Program

| Pillar | Year | Course | Contact hours |
|-----------------------|---|---|---------------|
| Cross-cultural skills | 2 | Management intercultural | 3 |
| | 1 + 2 (EMS) | Intercultural Effectiveness Scale (IES) test | 2 |
| Language excellence | Language courses + goFLUENT platform + Language Learning Center | | |
| Uncommon activities | 2 | Thematic conference-debate in the European Chamber of Parliament/Visit to the European institutions | 4 |
| European leadership | | Enjeux économiques et sociaux en Europe | 2 |



Testimonials



“At EM Strasbourg, we produce responsible leaders with a European mindset. So, what better place than the vibrant heart of European democracy to soak it up?”

Enrico Prinz,
Vice Dean

“This conference-debate on the challenges of climate change in Europe is fundamental for students since we will be future managers. It will enable us to enhance the climate strategy of companies to uniquely position them in the European market.”

Student in the Master of European Management Studies

“Being the business school of the capital of Europe is a position that legitimizes us and obliges us to include a European mindset in the very DNA of the School. It's a pillar of our vision and mission. It's something that guides our teaching and research to embody the values of Europe and above all to reflect them and to be able to further our ideals.”

Babak Mehmanpazir, Dean

Don't stay CLUEless about Europe!

Don't stay **CLUEless**
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



European Lounge



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

Certificate - Master's Program



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
during the 2023/2024 academic year

- C***ross-cultural skills* - Conference on intercultural management
- L***anguage excellence* - Language and management courses in English
- U***ncommon activities* - Conference on the challenges of climate change at the European Parliament in Strasbourg
- E***uropean leadership* - Conference on the social and economic challenges of Europe

Dr. Babak Mehmanpazir
Dean

Date

Dr. Dominique Siegel
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

- In 2007, as part of International Week, a conference with more than 500 international students was held in the Chamber of the European Parliament.
- In 2012, a management convention was organized 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 more than 300 student participants were organized.
- In 2018, a conference [on the digital single market](#) was held in the chamber with more than 400 master's students, MEPs, research lecturers, and representatives of the business world.
- In 2019, activities were carried out promoting the EU institutions and raising awareness of the European elections with simulated voting and the creation of personalized badges during open houses at EM Strasbourg (March), then a conference on [corporate social responsibility](#) was organized in the chamber for all master's students (November).
- In 2021, two online conferences, one in French and one in English, on the European Green Deal were given by the European Parliament Research Service to all our Master's Program students.
- In 2022, a conference on [Industry 4.0](#) was held in the chamber with more than 500 Master's Program students, research lecturers, and representatives of the business world.

Back-to-School Conferences September 4 and 5, 2023



Thematic Conference November 17, 2023





EM Strasbourg
BUSINESS SCHOOL

**Don't stay CLUEless
about Europe!**

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