

WASEDA SEMINAR PROPOSAL



FEBRUARY
2026

CAMPUS
PARIS

CAMPUS
TOULOUSE

INTERNATIONAL SEMINAR: MANAGEMENT IN A EUROPEAN CONTEXT

PARIS-TOULOUSE

22 FEB - 7 MAR

2025

The immersive, experiential learning programs organized by TBS Education for our partners strive to provide insight on European values and thematic business perspectives to international students. The seminars foster curiosity, international consciousness and autonomy necessary for intercultural management and working in a global environment.

Non-formal education activities such as company visits, professional challenges, and social networking are essential to the experiential learning experience. These activities aim to foster teamwork, multi-cultural understanding, social responsibility, and societal awareness. These elements are an integral part of our international seminars.

During the time spent at TBS Education, we will promote relevant dialogue between students, academic stakeholders, and European industry allowing the international students to exchange on best practices and discuss the values, customs, and corporate culture of Europe.



SEMINAR DESCRIPTION

Impact of the Internet & Emerging technologies on European industries

Case studies: French Luxury & Aerospace sectors

Strategic solutions in:

- Marketing & Brand Management
- Human Resources Management
- International Expansion

Learning Experience

Study in **Paris & Toulouse**

Mix of academic, cultural, and corporate exposure

Develop skills in:

- Intercultural management
- European/global leadership styles
- Digital & global transformation

Program Components

24 classroom contact hours

1 industry expert lecture

6 company visits

(e.g., luxury house in Paris, Airbus in Toulouse)

5 cultural activities

2 networking sessions

Case studies & project work

Pre-arrival webinar & post-seminar reflection

About TBS Education

French *grande école*, highly ranked internationally

Triple accredited (EQUIS, AACSB, AMBA)

Strong reputation for academic quality & employability



LEARNING OBJECTIVES AND ASSESSMENTS



LEARNING OBJECTIVES

The overall objective of this seminar is to provide students with a comprehensive understanding of Luxury Brand Management and International Marketing Strategies, preparing them for effective brand leadership in a global context. By the end of this seminar, they will be able to

1. Understand different Luxury Brand Management practices in Europe, according to the institutional and cultural constraints that shape them.
2. Identify and apply fundamental marketing concepts and tools in an international context
3. Reposition and regenerate damaged brands towards being competitive and ethical high luxury brands that can succeed in leading markets
4. Design international marketing campaigns by developing promotional strategies that resonate across diverse cultures, while maintaining brand equity
5. Analyze business models and strategies of European companies as well as their responses to changes in Europe's evolving business environment



ASSESSMENTS

During trip : work projects (case work, class assignments, drafted project work)	50 points
Post trip deliverable and presentation of critical reflection on learnings and lessons learned	50 points
Total points available	100 points

DRAFT AGENDA



International Seminar at TBS Education Management in a European Context : Paris - Toulouse Waseda University, School of Commerce

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	22 Feb	23 Feb	24 Feb	25 Feb	26 Feb	27 Feb	28 Feb	1 March	2 March	3 March	4 March	5 March	6 March	7 March
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
08:30	Arrival to Paris & Transfer to Hotel						Travel to Toulouse by train							Depart from Toulouse Transfer from Hotel
09:00														
09:30														
10:00		TBS Education Welcome Address	Business Development : Comparison between Europe & Asia	Luxury Brand Management & Marketing Strategies	Company Visit Maison Fragonard				Welcome to Toulouse Industry insight with Toulouse Metropole	Emerging Technologies and Responsible Business Paradigms	Key developments in European Management & Cross- Cultural Leadership		Work on Projects & Coaching	
10:30														
11:00		Design Thinking & Seminar Project Shirah FOY											Matthew MONFULETHO	
11:30									Mentoring Shirah FOY					
12:00														
12:30														
13:00		Lunch Break Catered by TBS	Lunch Break Catered by TBS	Lunch Break Catered by TBS	Lunch Break Catered by TBS			Cultural Visit Toulouse Walking Tour (2 hours)	Lunch Break Catered by TBS	Lunch Break Catered by TBS	Lunch Break Catered by TBS	Cultural Visit Carcassonne	Lunch Break Catered by TBS	
13:30														
14:00														
14:30		Entrepreneurship in Europe Shirah FOY	Business Development : Comparison between Europe & Asia	Luxury Brand Management & Marketing Strategies	Company Visit UNESCO	Free time for lunch			Aerospace Industry & Innovations	Industry Expert Talk	Company Visit Airbus & Areoscopia Museum	Free Time for Lunch	Presentations Shirah FOY Matthew MONFULETHO	
15:00												Winery visit		
15:30														
16:00														
16:30														
17:00		Bateau Mouche on the Seine							Group Mentoring	Networking Team Building				
17:30														
18:00														
18:30														
19:00														
19:30														
20:00													Farewell Dinner	

PROF. DR. SHIRAH FOY
ASSISTANT PROFESSOR
STRATEGY, ENTREPRENEURSHIP & INNOVATION
SEMINAR ACADEMIC LEAD



Shirah Foy is an Assistant Professor of Strategy, Entrepreneurship & Innovation at TBS Education (Toulouse Business School), France, where she develops and teaches courses on human centric design thinking for business, business model innovation, intrapreneurship, and venture strategy. Dr. Foy has spent the last 17 years living, working and studying entrepreneurs across 65+ countries on 5 continents, publishing her work in outlets such as the Academy of Management Journal.

She was a Visiting Scholar at Kyoto University Graduate School of Management in 2024. Dr. Foy's research investigates how people's perceptions of themselves, and the world, influence their behavior in the process of value creation. Her teaching philosophy is focused on value creation – What experience can we create together today that brings students immediate and lasting value, and equips them to develop into creative, value-oriented actors in organizations? She is convinced that our individual and collective determination of what is valuable will guide the future of our society and our planet.



INDUSTRY INSIGHTS (examples)

MAISON FRAGONARD

Luxury Industry

Set in the heart of Paris, visitors are invited to follow the manufacturing process from raw materials to harvesting, extraction, distillation, formulation, industrialization and bottling, of perfume. Learn how mythical luxury object became a part of our everyday lives.



UNESCO

International Organization

UNESCO uses education, science, culture, communication and information to foster mutual understanding and respect for our planet. During the visit, students will discover how the organization works, the values it carries and how it affects the daily lives of people.



OPEN AIRLINES

Aero Innovation

OpenAirlines created innovative solutions to help airlines reduce their costs and environmental impact. Considered as the world's leading solution SkyBreathe® 360° eco-flying solution was born in 2013 after 5 years of R&D and testing under the Clean Sky Project.



AIRBUS & AEROSCOPIA MUSEUM



Toulouse is the European capital of aeronautics. It is the cradle of the industrial flagship Airbus, created over fifty years ago.

Enjoy a unique opportunity to discover the latest generation of Airbus aircraft! Upon visiting AIRBUS, students will learn about the history of Toulouse aviation; enjoy a guided bus route over the 700 hectares of Airbus infrastructure in Toulouse; experience stopover on the lookout point of the aircraft assembly line with detailed presentation of the production process.





EXPLORING TOULOUSE AND OCCITANIE



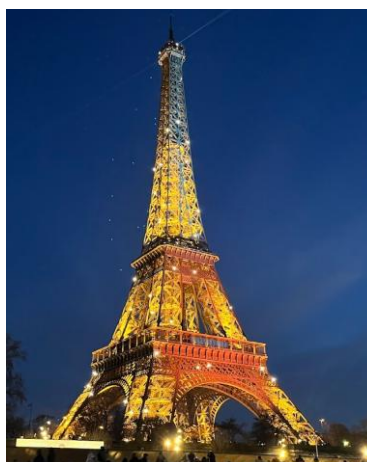
France's 'Pink City' (La Ville Rose) and the Occitanie region possess a rich heritage, spanning from ancient Roman buildings to medieval castles, including UNESCO World Heritage Sites and Renaissance townhouses.

Exhibitions, concerts, festivals... the Ville Rose is always brimming with events! Take the time to stroll through the narrow streets and squares of the city centre to soak up the friendly atmosphere of this southern city, and watch the terrace cafés come alive at all hours of the day.

Toulouse's strategic location in the heart of the Occitania region provides easy access to many exceptional sites to explore both in hotter and colder months. There are a collection of historic towns and locations to discover such as Albi, Carcassonne, Gavarnie, the Pont du Gard aqueduct, the Canal du Midi and Lourdes.



EXPLORING PARIS



Paris is a city that invites you to wander. From the iconic Eiffel Tower to the charming streets of Montmartre, every corner tells a story. Start your day with a croissant at a local café, then stroll along the Seine, where historic bridges connect neighborhoods full of art and culture. Visit world-class museums like the Louvre and Musée d'Orsay, or simply enjoy the vibrant atmosphere of open-air markets. As evening falls, watch the city sparkle from the top of the Arc de Triomphe or during a river cruise. Paris isn't just a destination—it's an experience that stays with you forever.



THANK YOU



Holding the triple international accreditation



[tbs-education.com](https://www.tbs-education.com)