



STUDENT GUIDE

INTERNATIONAL SEMINAR

WASEDA UNIVERSITY

**MANAGEMENT IN A
EUROPEAN CONTEXT**

from

**22
FEB**

to

**07
MAR.**

**PARIS
CAMPUS**

**TOULOUSE
CAMPUS**



Welcome Guide

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USEFUL INFORMATION



INSPIRING LIFE, INSPIRING EXPERIENCES



Welcome Message from the Director of International Relations & Accreditations

Firstly, I would like to say how happy we are to have you with us at TBS Education for the ***International Seminar on Management in a European Context***.

Offering cutting-edge business education to over 6,000 students, and 2,000 trainees in Executive Education across our 5 campuses, we are dedicated to providing our students – both visiting and permanent – with the analytical skills, professional network, international outlook and agility needed to adapt, innovate, and anticipate change in their future working environments.

We are very proud of our partnerships with the leading world-wide Business & Management Schools. These partnerships are extremely important to TBS Education and we look forward to continuously developing new collaborations in the future.

We hope that this academic course will provide you with the knowledge and interest you are expecting to receive.

On behalf of all of TBS Education's International Relations team, I very much hope that you enjoy your time at TBS Education – a dynamic transnational school with a bold, strategic vision.

FLORENCE RAMILLON

Director, International Relations & Development

A blue ink signature of Florence Ramillon, written in a cursive style.

MEET YOUR INTERNATIONAL TEAM



FLORENCE RAMILLON

International Relations &
Accreditations Director



JESSICA CHAGNARD

Head of International Projects &
Business Development



ALICE WARNIER

International Projects
Assistant



ALICIA HARTGROVE

International Projects
Coordinator



VALENTINE VIKTOR

International Projects
Coordinator



FANNY SERIEYS

International Projects
Assistant



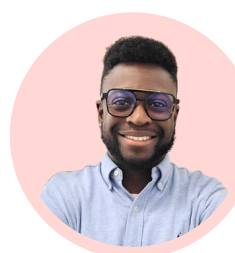
MARTINA JARAMILLO

International Projects
Assistant



LOUIS-MARIE JUVIN

Paris Campus Director



PIERRE KATANE

Paris Campus Manager

CONTACT US:

international.tbs@tbs-education.fr

MEET YOUR LEAD EXPERTS



SHIRAH FOY

Assistant Professor in Strategy, Entrepreneurship and Innovation | TBS Education

Dr. Shirah Foy is an Assistant Professor of Strategy, Entrepreneurship & Innovation at TBS Education, France, specializing in human-centric design thinking, business model innovation, and venture strategy. With 17 years of experience studying entrepreneurs across 65+ countries, her research explores how self-perception shapes value creation, with work published in the Academy of Management Journal. A 2024 Visiting Scholar at Kyoto University, she emphasizes experiential learning, believing that our collective definition of value will shape the future of society and the planet.



MATTHEW MONFULETHO

Lecturer in International Communication & Marketing | TBS Education

A passion for understanding how humans communicate and what moves us to create and/or change our values and beliefs led Matthew to pursue a master's degree in Communication Arts and Sciences at California State University-Northridge, which I successfully completed in 2001. Since then, Matthew has taught in a variety of contexts and held a leadership role in Booking.com from 2008 to 2013. Currently Matthew teaches at TBS Education in both the Marketing department and the Language Centre.

EXAMPLE

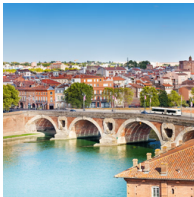
TIMETABLE

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														
09:00															
09:30	TBS Education Welcome Address		Business Development : Comparison between Europe & Asia	Luxury Brand Management & Marketing Strategies	Company Visit Maison Fragonard	Cultural Visit Château Fontainebleau Free time for lunch	Travel to Toulouse by train		Welcome to Toulouse Industry Insight with Toulouse Metropole	Emerging Technologies and Responsible Business Paradigms	Key developments in European Management & Cross- Cultural Leadership	Cultural Visit Carcassonne	Work on Projects & Coaching Matthew MONFULETHO		
10:00															
10:30	Design Thinking & Seminar Project Shirah FOY		Lunch Break Catered by TBS	Lunch Break Catered by TBS	Lunch Break Catered by TBS	Aerospace Industry & Innovations	Industry Expert Talk	Company Visit Airbus & Areoscopla Museum	Free Time for Lunch Winery visit						
11:00															
11:30	Lunch Break Catered by TBS		Business Development : Comparison between Europe & Asia	Luxury Brand Management & Marketing Strategies	Company Visit UNESCO	Group Mentoring	Networking Team Building								
12:00															
12:30	Entrepreneurship in Europe Shirah FOY		Bateau Mouche on the Seine												
13:00															
13:30	Lunch Break Catered by TBS														
14:00															
14:30	Lunch Break Catered by TBS														
15:00															
15:30	Business Development : Comparison between Europe & Asia														
16:00															
16:30	Lunch Break Catered by TBS														
17:00															
17:30	Presentations Shirah FOY Matthew MONFULETHO														
18:00															
18:30	Lunch Break Catered by TBS														
19:00															
19:30	Forewell Dinner														
20:00															
Depart from Toulouse Transfer from Hotel															

EXAMPLE

ACTIVITIES & COMPANY VISITS

TOULOUSE



**TOULOUSE
WALKING TOUR**



**LA CITÉ MÉDIÉVALE
CARCASSONE**



**LA MAISON DE LA
VIOLETTE**



**AIRBUS &
AEROSCOPIA VISIT**

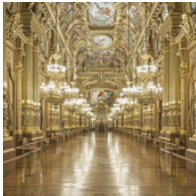


GRAINE DE PASTEL



IOT VALLEY

PARIS



OPERA GARNIER



**MAISON
FRAGONARD**



STATION F



**CHÂTEAU
FONTAINEBLEAU**



**BATEAUX MOUCHE
PARIS TOUR**



UNESCO

CAMPUS INFORMATION

PARIS
CAMPUS

ARRONDISSEMENT & ORIENTATION

TBS Education, Paris campus is located in the 15th arrondissement. The city of Paris is divided into twenty arrondissements (districts). The number of the arrondissement is indicated by the last two digits in most Parisian postal codes (75001 up to 75020). In addition to their number, each arrondissement also has a name, often for a local monument.

PARIS CAMPUS :
13 Rue Saint Lambert
75015 Paris
15th District



ARRIVING IN PARIS

AIRPORT MEET UP

CDG TERMINAL 2E

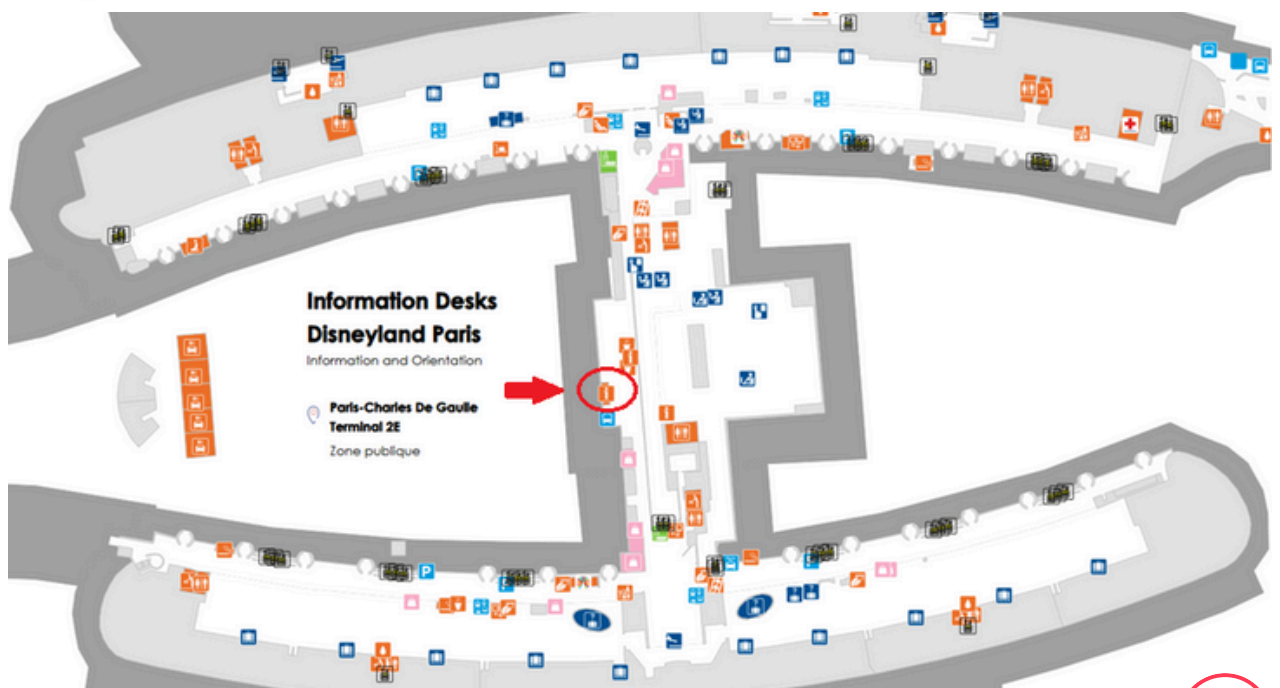
1ST GROUP 10:00

2ND GROUP 17:00

Location

Charles de Gaulle
Terminal 2 EFG

Information Desk for
Disneyland Paris



ACCOMMODATIONS IN PARIS

APARTHOTEL ADAGIO PARIS CENTRE TOUR EIFFEL

Located in:

**Centre Commercial
Beaugrenelle**

**Address: 14 Rue du
Théâtre, 75015 Paris,
France**



Located a 15-minute walk from the Eiffel Tower and 25 minutes from the TBS campus, Aparthotel Adagio Paris Center Tour Eiffel offers a 24-hour reception, heated studios and free WiFi in all areas. Guests can enjoy access to the fitness center and indoor swimming pool according to availability during their stay.

All shared studios at this aparthotel come with a fully equipped kitchen with a stove, microwave, fridge and dishwasher. The apartment features a dining area and a seating area with adjustable furniture and an LCD TV. The aparthotel is serviced by an elevator. You can prepare your own homemade breakfast in your apartment. Or if you prefer you can enjoy a buffet breakfast, served each morning in the property's breakfast room for an extra charge.



Additional facilities available on site include a laundry service and a meeting room available at an extra cost as well as a private car park.



TIME IN THE CITY & AROUND



THE EIFFEL TOWER

Eiffel tower or “Tour Eiffel” is the most visited town. This monument has come to represent an ele-gant contemporary Paris. Built for the world exposition in 1889, the 1063 feet tall iron tower, was such a success it became the most visited attraction today. The tower has three levels and you can get to one of the levels either by walking up the 300 steps that you will find in the two first levels or you can get the elevator to get up to the last level.

The Eiffel Tower is located on “Champs de Mars”.

Metro: line 6, Bir- Hakeim and Duplex stops; line 6 and 9, Trocadero stop; line 8, Ecole Militaire stop.



THE ARCH OF TRIUMPH

One of the most noted landmarks is the Arch of Triumph “Arc de Triomphe”, to recognize the military honors, primarily battles fought under Napoleon I. The Arc is centered in Place Charles de Gaulle head of Champs-Elysees.

Metro Charles de Gaulle Etoile, lines 1, 2, 6

CATHEDRAL DE NOTRE-DAME DE PARIS

Notre Dame Cathedral is the most popular visited church and monument in Paris. Located in Ile-de le Cite, Notre Dame is about 850 years old and which is really a masterpiece of Gothic architecture. temporarily closed

Metro Cite, line 4



CONCORDE SQUARE

“Place de la Concorde” is another magnificent square called Place de la Concorde for all to enjoy. It’s located at the eastern end of the Champs-Elysees and between that avenue and the Tuileries Gardens. At the middle of the place does stand an Obelisk that was offered by the Egyptians.

Metro Concorde, lines 1, 8 & 12



TIME IN THE CITY & AROUND



Sacred heart-Montmartre

With its unmistakable white dome, the sacred heart (Sacre Coeur in French) sits at the highest point of Paris on the Montmartre knoll, or butte. Montmartre, a neighborhood located at the summit of Paris, is one of the city's most poetry-drenched spots. The narrow, steep, cobblestone-paved streets, stairways, hidden gardens show that Montmartre was, until recently, a village in its town right, tucked away from the city. A lot of bars and well-known cabarets like "Le Moulin Rouge" are located around this area.

Metro : line 12 exit: Lamarck Caulincourt/ Line 2 exit : Anvers.



Palais Garnier

the Palais Garnier is not only a must see but a must attend if you're into the arts at all. Named the Académie Nationale de Musique and Theatre de l'Opéra, was built in the late 19th. The Palais Garnier is literally close to many pleasant shopping stores and restaurants. Metro: Opera 8, 3, 7.



Père Lachaise Cemetery

Tucked in a corner of northeastern Paris, the cemetery is affectionately called la cite des morts --the city of death--by Parisians. With its rolling hills, thousands of trees, winding paths with carefully plotted "street" names, and tombs, it's easy to see why Père Lachaise is considered Paris' most hauntingly beautiful place of rest. And countless great figures have their resting place here, including Chopin, Proust, Colette, or Jim Morrison. Really a place to see! Metro Pere-Lachaise (Line 2,3).

ACCOMMODATION IN TOULOUSE

APPART'HÔTEL ODALYS CITY CENTRE COMPANS CAFFARELLI

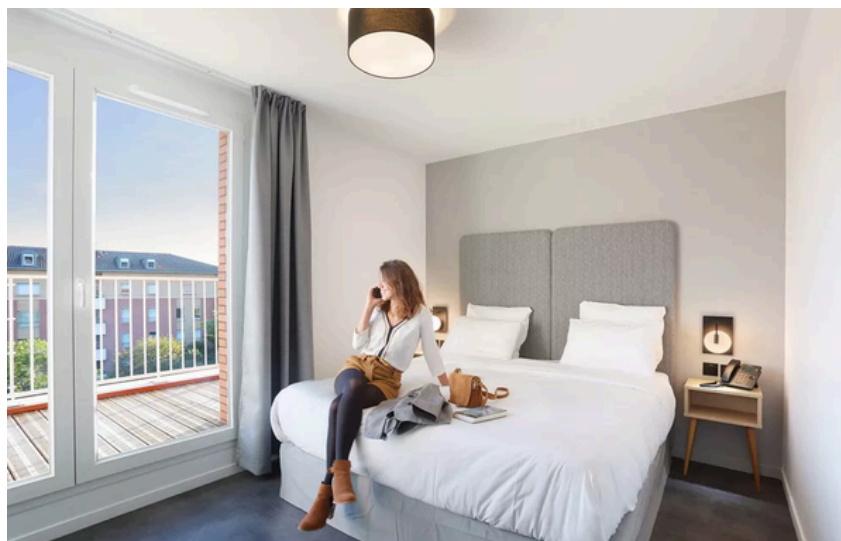
Located 400 metres from TBS Education campus in Toulouse and only 20 minnute walk to the city centre, Odalys City Center Compans Caffarelli provides single accommodations with a shared lounge, a garden and a 24-hour front desk for your convenience. Accommodations is fitted with air conditioning and features a flat-screen TV with satellite channels, a fully equipped kitchen with a dining area, and a private bathroom with a hairdryer. A dishwasher, a microwave and fridge are also provided, as well as a kettle.

Located in:

39 Rue du Béarnais,
31000 Toulouse,
France

Phone:

+33 5 34 44 27 11



The aparthotel offers a continental or buffet breakfast. at an extra cost. Odalys City Center Compans Caffarelli offers a terrace. Popular points of interest near the accommodations include Pierre Baudis Japanese Garden, Place du Capitole and Le Pont Neuf. The nearest airport is Toulouse-Blagnac, 3.1 mi from Odalys City Center Compans Caffarelli.

CAMPUS INFORMATION

TOULOUSE
CAMPUS

During the time you'll be studying at TBS Education, you will need to use the TBS Education student intranet to access academic documents and course material of the lectures.

ON-CAMPUS FACILITIES

At TBS Education you will find : computer rooms, printer/scanner room, terraces, reception Hall with sofas, Wifi and "Foyers" areas to relax.

Printing Tip: printers are located throughout the school and instructions are clearly indicated. If you have any problem on printing, you can always ask on reception, and they will be glad to help you.



"TBS Education Go Green" Project:

In order to separate the garbage, we have three options:

- Paper container (green color, showed as "Ecologic"): Only for thin paper or cardboard.
- Plastic container (yellow lid): Only for cans, plastic bottles, plastic bags, etc.
- Residual Waste Container (black lid): Rest of the garbage.

LOCAL SAFETY INFORMATION

LOCAL TRANSPORT

Toulouse offers several types of public transport: buses, metro (subway) and tramway. The metro system opens at 5:15am every day and closes at midnight from Sunday to Thursday and at 3:00am on Friday and Saturday nights. There are approximately 70 bus routes. The tram system has two lines – T1 and T2. Trams run from 5:45am to midnight everyday with additional trams running later on Fridays and Saturday nights. Tickets and prices are the same for both buses and metro. Tickets can be bought from automatic machines.



POLICE STATIONS

Central Toulouse Police Station
+33 (0)5 61 12 77 77

MEDICAL RECOMMENDATION

Should you need to see an English-speaking doctor/health professional while you are in Toulouse, please contact: international.tbs@tbs-education.fr and we will make an appointment for you.

- (+33) 5 61 62 38 05 | Pharmacy, there is one open 24 hours in the center of Toulouse: 76 allées Jean Jaurès
- 15 SAMU (ambulance)
- 112 European Emergency Hotline (operators that speak all european languages)
- 17 Police
- 18 Fire Department
- +33 (0)5 61 33 00 00 | SOS Medecins (on-call doctor if unable to travel to hospital)
- +33 (0)5 61 77 22 33 Purpan Hospital Emergency Room (Allée Jean Dausset).
- Rangueil Hospital Emergency Room (1 Avenue du Pr Jean Poulhes)



TIME IN THE CITY & AROUND



QUAI DES SAVOIRS

A new center for the dissemination and sharing of scientific, technical and industrial culture, check out the agenda for events and exhibition. Here we have the Jardin des Plantes and Café des Sciences.

39 Allée Jules Guesde, 31000 Toulouse

LES ABATTOIRS – MODERN ART MUSEUM

Events and art exhibitions as you've never seen before. For the art and history lovers, this is a must go in Toulouse.

76 allées Charles-de-Fitte, 31300 Toulouse



PLACE DE LA CATHÉDRALE SAINT-ETIENNE

Enjoy the sunset with a coffee in one of the bars near the cathedral. Free entry to the Cathedral!

Place Saint-Etienne, 31000 Toulouse

LA PLACE SAINT PIERRE

If you were wondering about Toulouse Night Life many student bars on Place Saint Pierre open from Thursday to Sunday until 2am!



LA PRAIRIE DES FILTRES

This Public park is a lovely spot. Get some super photos of the Pont Neuf bridge. Cours Dillon, 31300 Toulouse

CHAPOU SWIMMING POOL

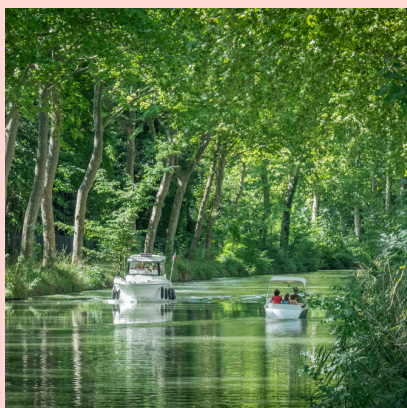
1 Rue Saunière

From the 15th June, swimming pool open 12.00-19.00.

1.50€ if you are under 25 or 4.40€ if you are over 25.



TIME IN THE CITY & AROUND



CANAL DU MIDI

Rent a bike and cycle along the Canal de Midi – Area declared as a World Heritage Site.

L'ENVOL CÔTÉ PLAGE

32 Avenue Jean René Lagasse, 31130 Balma

Restaurant with a bar lounge & concerts, in a beach decor theme.



LE SAINT DES SEINS

5 Place Saint-Pierre

Musical bar – Rock'n'roll vibe – Student nights.

LE PETIT TRAIN

Would you like to feel like a real tourist? The tourist train will give you a ride around Toulouse.

Take your friends to get the group discount!

LE MARCHÉ VICTOR HUGO

Victor Hugo's Market is well-known for its fresh local products. Toulouse has its own trademarked saucisse de Toulouse which has been made since the 18th century and is now protected by an AOC – appellation d'origine contrôlée (whose standards stipulate that products must come from designated geographical regions and adhere to traditional methods of production). You'll also see dishes featuring haricots blancs/ haricots Tarbais (white beans), another staple of the cuisine in South West France.



The market opens every day from 7am to 2pm (except on Monday).



TIME IN THE CITY & AROUND

Toulouse is located in the second biggest region in France, the Midi-Pyrénées. If you want to discover more interesting places around Toulouse, here are a few cities to visit:

CORDES-SUR-CIEL

Cordes-sur-Ciel is a hilltop village elected as one of the nicest villages of France. Discover the charms of this bastide - a fortified town built according to the medieval architecture



PARC DE LA RAMÉE, TOURNEFEUILLE

Near to Toulouse, this leisure area is great for a picnic or a walk around the lake. Other things include: barbecue, swimming pool and nautical activities.

ALBI

Albi has been classified as a UNESCO World Heritage Site since 2010. You can visit the Toulouse-Lautrec museum, Cathedral Sainte-Cécile, the palace Palais de la Berbie and wander in the old streets of the town.



FOIX

Foix is a charming town renowned for its impressive medieval castle overlooking the region. Its picturesque streets and authentic atmosphere make it an ideal destination for history and culture enthusiasts. Foix also serves as a gateway to the Pyrenees, offering natural landscapes perfect for hiking and outdoor activities.

IN & AROUND TOULOUSE

FOOD & DRINK WITHIN WALKING DISTANCE OF TBS EDUCATION

- **Quoi Compans:** 20 Boulevard Lascrosses
www.lequoicompans.com
- **Yoko Sushi** – Japanese Food: 8 Esplanada Compans Caffarelli www.yokosushi.fr
- **The Botanist Pub:** 33 Bd Maréchal Leclerc
www.thebotanistpub.fr
- **Maison Good:** 30 Bd Maréchal Leclerc
www.maisongoodtoulouse.com
- **Sixta:** 28 rue Bayard, 31000 Toulouse
www.sixta-toulouse.fr
- **Mama Shelter:** 54 Bd Lazare Carnot
www.mamashelter.com/eat-drink/



- **L'Entrecôte (Open on Sunday):** 15 Bd de Strasbourg
- **Cosmopolitain Restaurant & Bar:** 1 Rue des Trois Journées cosmopolitain-restaurant.fr/
- **Ma Biche sur Le Toit:** 4-8 Rue du Lieutenant Colonel Pélissier
www.mabichesurletoit.com/fr/
- **Grand Café de l'Opera:** 1 Place Capitole
www.brasserieopera.com



- **Maison du Cassoulet (Open on Sunday):** 3 Bd de Strasbourg
- **Bistrot Régent (Open on Sunday):** 4 Bd de Strasbourg

SAFETY & SECURITY TIPS



Be aware of your surroundings

Think before you act, you are responsible for yourself. Watch out for yourself, your possessions and your friends.



Respect others and the city

Make sure you drink with moderation, don't make any excessive noise or disturb your neighbors late at night. Respect the city's rules.



Use caution when walking home at night

Walk home in groups, avoid badly lit areas and never walk on busy roads. Use caution at all times.



Only use Uber or official licensed taxis

Use the Uber app or others, pre-reserve a licensed taxi or know the location of official taxi stations. Do not accept a lift from a stranger.



Be extra careful with money

Don't take cash out of an ATM machine alone between 10pm and 6am, don't carry large amounts of cash & keep your credit card safe.



Drink with moderation

Never leave a drink unattended or accept a drink from a stranger. You represent TBS Education: pay attention to drunk and disorderly conduct.



Make sure your accommodation is secure

Close windows and lock doors when you leave. Notify your accommodation or TBS Education staff if you notice any unusual behavior.



Keep personal details safe

Don't give your bank details, address or telephone number to a stranger. If you need assistance with personal issues, ISS is here to help.

☐

Passport / Identification
Card + 3 copies

☐

Travel Documents (Flights /
Transport Tickets)

☐

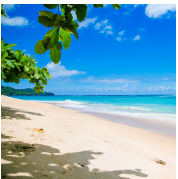
Bank Credit Card / Estimated
Cost of food for 3 weeks :
250€

☐

Business Casual for
Company Visits

☐

National Costume or local items
that you can show / share with
the group

☐

Towels, Sun Protection Cream,
Umbrella

☐

Sports Shoes & Comfortable
Clothes for Team Building

TBS Education Pre-arrival

CHECKLIST



TISSEO

Download Tisséo to be aware of every info related to the Toulouse public transport. Check the bus/tram/metro timetable at any time, be aware of transports incidents and calculate the best itinerary to go everywhere.



VELÔTOULOUSE

You can rent a bike in Toulouse to go wherever you want with no restrictions. VélÔToulouse, the city's bike-sharing system, is simple and easy to access—just download the app. You can either subscribe with a membership or pay per ride.



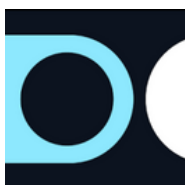
MY TBS

The TBS Education App is available for all the students and professors of the school to improve your experience during the program. Download your schedule, check your exam results and a lot more.



TOO GOOD TO GO

In order to avoid wasting food, you can find the unsold food of the day of the restaurants around you and buy it for a good price. A good way to save money and discover new restaurants.



SNCF CONNECT

Buy train and bus tickets directly on your phone thanks to SNCF Connect. This is the app you need if you plan on discovering the region.



Ô TOULOUSE

Download Ô Toulouse to be aware of every new event, places to discover in Toulouse and have discounts in certain shops.

App available in French only.

Useful apps to download
APPS

USEFUL FRENCH

EXPRESSIONS

Hello!	Bonjour !
How are you?	Comment ça va ?
Nice to meet you.	Enchanté(e) de faire votre connaissance.
I would like...	Je voudrais..
How much does it cost?	Combien ça coûte ?
Where is the bathroom?	Où sont les toilettes ?
Can you help me, please?	Pouvez-vous m'aider, s'il vous plaît ?
I don't understand.	Je ne comprends pas
Do you speak English	Parlez-vous anglais ?
Excuse me/Sorry	Excusez-moi/Pardon.
I am lost.	Je suis perdu(e).
I would like the menu, please.	Je voudrais la carte, s'il vous plaît.
Can I have the bill, please!	L'addition, s'il vous plaît.
Where is the nearest metro station?	Où se trouve la station de métro la plus proche ?
Have a nice day!	Bonne journée !
Thank you very much!	Merci beaucoup !

TBS EDUCATION IS THE BEST!
TBS EDUCATION, C'EST LA MEILLEURE !

