Summer Program at HEC Montréal Business School to Hone French-language Skills for the Workplace

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For immediate release

HEC Montréal Business School is launching its new Business French Summer School

Montreal, March 24, 2014 - HEC Montréal is launching its new Business French Summer School, a unique program in North America that will run from August 4 to 22. This training, offered for the first time by a business school, addresses the particular needs of all non-francophone students and is also geared towards anyone who wants to hone their French-language skills used in the workplace.

"One admittedly thinks of English as the language of business," says Éric Buisson, the program manager. "Yet, for students interested in an international career, mastering a second language can be a definite asset. Let's not forget that French is spoken by 200 million people worldwide. That is why, HEC Montréal considers this program to be a vital contribution."

This 3-week immersion program will revolve around an intensive credited Business French course (levels offered: Beginner to Intermediate/Advanced), interactive oral communication workshops as well as seminars and conferences in Marketing and Management. Participants will also take part in activities that will allow them to discover Montreal and some of its most prominent businesses: Bombardier Aerospace, Canadian Broadcasting Corporation (CBC), Moment Factory multimedia studios and Cirque du Soleil, to name a few. The program will also offer an urban field trip along with sociocultural and sporting activities.

This program has been developed by the Business Language Training Center at HEC Montréal.

To register or to obtain further information, please log onto the website:
http://businessfrench-summerschool.hec.ca

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About HEC Montréal Business School
A world-class French-language business school with an emphasis on multilingual teaching, HEC Montréal has over 12,000 students and trains more than 7,000 executives and managers from all industries every year. The School holds numerous accreditations and offers some 40 academic programs at all levels of university education.

With 264 professors and researchers trained at the world's most prestigious universities, HEC Montréal boasts cutting-edge management teaching and research. Some fifty research units, including 26 chairs—7 of them Canada Research Chairs—give the School its reputation for innovation, attracting students from close to 140 countries.

HEC Montréal was Canada's first business school and has trained over 71,000 students in all fields of management since its founding in 1907.

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