

To whom it may concern,

It is my pleasure to inform you of and recommend to you the work done by Dr. George Simons and his colleagues in the creation, continual upgrading and delivery of a course in our International Business Management curriculum on Doing Business with the USA. This course has run steadily and with great success for six years, first at ESPEME-EDHEC in Nice, and for its last three years at the ESPEME Lille campus as well.

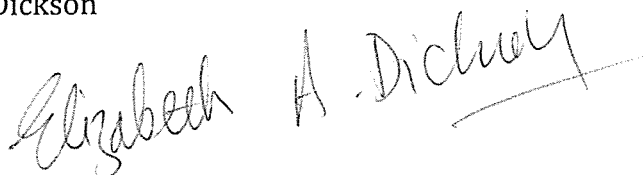
What has made the course outstanding is its presentation as a several day simulation in which the students are literally placed in an environment where they learn both theoretically and by first hand experience the core values as well as the organizational and individual behavioral dimensions of working with US Americans at home and abroad. It is extraordinary as a simulated learning environment in that it has accommodated up to 90 students in a single iteration. Dr. Simons is the author of both the *Cultural Detective: USA* and the *diversophy USA* learning tools which are part of the simulation used both face-to-face and on line.

The intensive course immersion leads students through culture shock in the direction cultural competence. They are steered into managing the ideas and practices by mini-lectures followed by individual and group activities, and success in the course requires teamwork in the creation of a product or marketing plan or other multimedia project that demonstrates their mastery of the core discourse of US society, its marketplace and its business world.

Students are graded by performance and assessed with 360° feedback that involves self, faculty, project teammates and classmates. Despite the heavy workload in class and on-line engagement that it demands, the course has been repeatedly given the highest marks and most positive feedback from the students who have taken part in it. "I wish all our courses could be like this," is a refrain repeated year after year.

I am happy to recommend this course to both academic institutions as well as other organizations interested in furthering intercultural expertise in this area.

Elizabeth Dickson



Head of International Business and Management - Lille and Nice, France.
Head of Languages – Group EDHEC Nice, France

www.edhec.com

CAMPUS DE LILLE

58, rue du Port
59046 Lille Cedex - France
Tél. +33 (0)3 20 15 45 00
Fax +33 (0)3 20 15 45 01

CAMPUS DE NICE

393, promenade des Anglais
BP 31116 - 06202 Nice Cedex 3 - France
Tél. +33 (0)4 93 18 99 66
Fax +33 (0)4 93 83 08 10

DELEGATION DE PARIS

29, rue de Mogador
75009 Paris - France
Tél. +33 (0)1 44 63 53 90
Fax +33 (0)1 44 63 53 91

DELEGATION DE LONDRES

21, Dartmouth Street - Westminster
London SW1H 9BP - England
Tél. +44 (0)20 7304 7064
Fax +44 (0)20 7304 7034