

JUNE 2020 | ISSUE 02

# click

EUROPEAN INTERNATIONAL  
UNIVERSITY - PARIS

## on this issue

World's Best Business School  
Ranked #75 for 2020

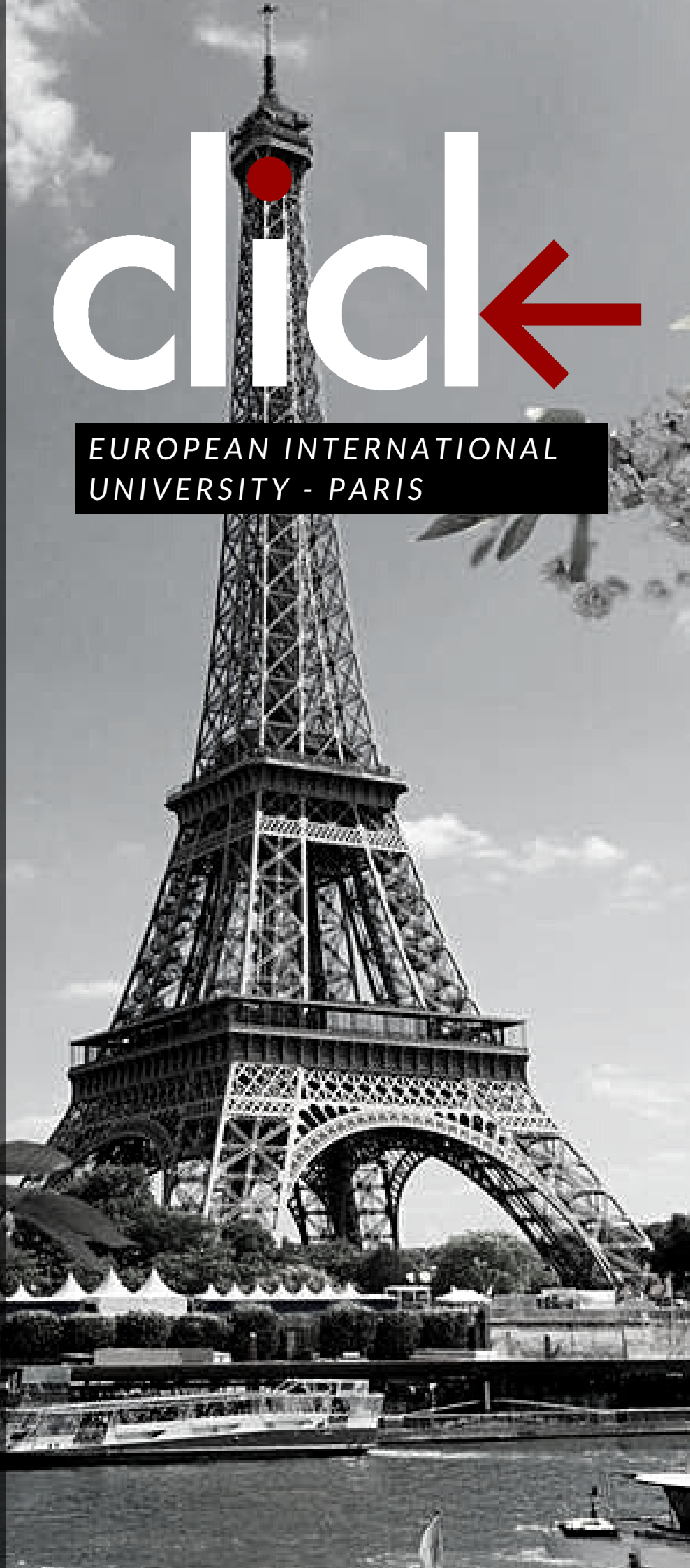
Equilibrium – Maintaining  
Mental and Emotional Well-  
being – During and After  
COVID-19

Study in Cameroon

EIU workshops in Paris, France

5 Signs You Are Ready to Start  
Your Own Business

How Post-Pandemic Office  
Spaces Could Change  
Corporate Culture



# CONTENTS

**3 RANKED AS #75 WORLD'S  
BEST BUSINESS SCHOOLS**

**4 HOW TO EFFECTIVELY  
MANAGE A REMOTE TEAM**

**6 STUDY IN CAMEROON**

**7 EIU WORKSHOPS IN  
PARIS, FRANCE**

**8 EIU GLOBAL STUDENTS &  
PARTNERS**

**10 5 SIGNS YOU ARE READY  
TO START YOUR OWN  
BUSINESS**

**12 EQUILIBRIUM –  
MAINTAINING MENTAL  
AND EMOTIONAL WELL-  
BEING – DURING AND  
AFTER COVID-19**

**13 HOW POST-PANDEMIC  
OFFICE SPACES COULD  
CHANGE CORPORATE  
CULTURE**

The European International University is ranked #75 WORLD'S BEST BUSINESS SCHOOLS FOR 2019 by CEOWORLD Magazine.

EIU-Paris continues to be one of the WORLD'S BEST and MOST AFFORDABLE BUSINESS SCHOOLS of the 21st Century, and beyond.

## Ranked as #75 World's Best Business Schools



*Alongside Harvard, MIT, INSEAD,  
Wharton and Yale*

---

## ACCREDITATION IN PROGRESS

The European International University is at the final stage of the evaluation with QS - Star Ratings and ACBSP.



QS World University Rankings is an annual publication of university rankings by Quacquarelli Symonds (QS). Being the only international ranking to have received International Ranking Expert Group (IREG) approval, the QS ranking is viewed as one of the three most-widely read university rankings in the world, along with Academic Ranking of World Universities and Times Higher Education World University Rankings.



The Accreditation Council for Business Schools and Programs (ACBSP) is a U.S. organisation offering accreditation services to business programmes focused on teaching and learning.

# HOW TO EFFECTIVELY MANAGE A REMOTE TEAM

PROF DR EDWARD ROY KRISHNAN,  
DIRECTOR GENERAL, EIU - PARIS

From my recent leadership coaching sessions, remote work and managing a remote team were some of the most popular topics being raised by my clients. The current health and economic crisis the world is facing has significantly changed the way we do office work. Hence, I decided to write a blog about it.

Even before the spread of COVID-19, the remote work set up has already become a trend and was gaining popularity. The global pandemic just sped up its adaption 100 times faster as it has become a necessity more than a trend. It has become a means of survival for businesses in this day and age. Some of the bigger corporations in the world have stated that they are allowing remote work setup until 2021. Most other organisations have at least 50% of their workforce working from home. Though most of these companies were not designed for a remote work set-up, they were forced out of necessity to adapt.

While there are many advantages of remote work set-up for both the employer and employees, there are also pitfalls that both parties need to address for it to truly deliver on productivity and output. There will be a lot of distractions that can come from working remotely. Here are some tips on how to better manage remote teams and get the most out of the situation.

## **Be very communicative.**

Since teammates are not physically present, there is a high probability that miscommunication occurs. The manager may say one thing, but the employee picks up a different message. In an office setting where one can just walk over to a teammate and show a document for collaboration, that will not be the case for remote workers. The communication channels will be different – chat, email, video call, etc. – so you will need to tweak the way you communicate and ensure 100% alignment on the message. Always be intentional with what you are trying to convey. This will eliminate gray areas. It will not hurt if there is a regular check for understanding to ensure calibration.

## **Set-up daily huddles.**

This is especially true if you are a supervisor or a manager of remote team members. Some things to make daily huddles effective and set the tone for the day include providing updates, setting clear expectations, and assigning clear instructions to team members. This will give everyone an opportunity to ask questions if there is ambiguity. It will also help align everyone's understanding of the update and what needs to get done for the day.

**Take advantage of video conferencing.**

The closest substitute for a face-to-face conversation is video conferencing. It gives team members the ability to have a visual of the person or people on the line, which is a lot better than traditional phone calls. The best thing about it is that there are a bunch of free apps and they work on almost all devices. Video conferencing tools nowadays have screen sharing features that are like presenting in front of an audience in a physical room.

**Use online collaboration tools.**

One of the ways to keep people truly engaged in a project is to use communication and project management tools that will help them work together virtually. Some of these tools are free. Some are meant for real-time collaboration, while others take advantage of having a shared document or file on the cloud which every team member can edit along with their inputs or ideas.

**Establish regular checkpoints.**

This is one of the most common pitfalls in business – waiting until the deadline to check on a project only to find out that there were a lot of mistakes that could have been prevented. It is normal for different people to put their personal touch or flavour on a task assigned to them. If left unchecked, the output can go in different directions. These checkpoints are meant to constantly align the understanding of team members on what needs to get accomplished within their domain. This will eliminate surprises at the end of the project.

**Sign up for leadership coaching.**

This is an invaluable tool that all organisations should invest in. As the team goes through pressure-packed situations, the true mettle of the team will show. This is why leadership coaching is a great investment to better prepare the team on how to go about their work especially in tough situations. People will feel empowered and important if they see the company helping them to grow personally and professionally. Bigger organisations may choose to have in-house leadership development teams while small and medium businesses may take advantage of professional leadership coaches to help elevate the overall performance of the team.

The recent global events continue to challenge the status quo of how we do business. While some businesses will go back to “normal”, most businesses will have to adopt remote working solutions as we pivot to the “new normal”, post the pandemic. Utilising these tips will make your organisation better prepared to take advantage of a remote working environment wherever your team members are located.





# STUDY IN CAMEROON

## HIPDET University

EIU is pleased to announce the partnership with **HIPDET University** for EIU - Paris MBA programme to be delivered in Cameroon.

Students can now study at HIPDET University and earn EIU - Paris' M.B.A. degree in Cameroon. Students from nearby countries are welcomed to study the M.B.A. at an affordable fee with our partner.

HIPDET University is recognised by the Ministry of Higher Education of the Republic of Cameroon. HIPDET qualifications are also accepted and recognised by the Ministry of Education of the Federal Republic of Nigeria.

HIPDET is owned by Non Profit Foundation created in Cameroon in 2003 (Solid Foundation Cameroon). HIPDET is an independent, private and nonprofit institution of higher education established initially in 2013 by charter of the foundation that has a special and unique relationship with the local communities. The Foundation has appointed and put in place a governance structure. The institution governance structure aims to facilitate institution development, effective innovation and pass on knowledge, and enhance education quality and competitiveness, in order to cultivate talents needed by the society and to provide services for the society.

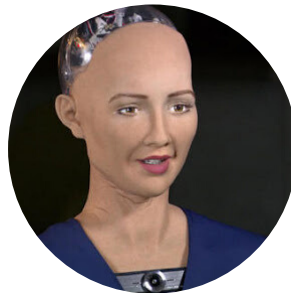
# EIU WORKSHOPS IN PARIS, FRANCE



Paris is a massive hub for business opportunities with innovative hubs like Station F or Ecole 42. Train with EIU workshops by EIU-Paris, with more than 25 workshops specialised in the industries that matter today. Start your business with our moderators, international experts who will advise you during our online workshops!



Learn to turn cultural conflicts into source of synergies, develop your business cultural intelligence, master the challenges of digital transformation and implement a strong corporate culture to your business.



Develop your digital health business plan for your health corporation, differentiate between AI, machine learning, neural networks, deep learning and other concepts of Artificial Intelligence.



Learn to choose the right products and import/ export from the right countries to satisfy your clients, get advice on how to rejuvenate and boost your luxury business from people who have worked for Chanel, Delvaux, Godiva & many other top luxury businesses.

## 6 online EIU workshops on **management:**

1. Leadership
2. Market Entry
3. Brand Curation
4. Design Thinking
5. Data Protection
6. Digital Transformation

<https://bit.ly/2T07VQr>

## 6 online EIU Workshops on **technologies:**

1. FinTech
2. Digital Health
3. Smart City
4. Smart Industry
5. Artificial Intelligence
6. Sustainable Material Technology

<https://bit.ly/36Ft6N5>

## 3 online EIU workshops on **retail industries:**

1. Luxury Shop
2. Ecommerce
3. Import Export

<https://bit.ly/2LfzlgI>



# EIU GLOBAL STUDENTS

Since its establishment, EIU-Paris has had the privilege to meet and enroll over 800 students from over 50 countries and counting!

Australia  
Bangladesh  
Belgium  
Bhutan  
Botswana  
Brazil  
Cambodia  
Cameroon  
Canada  
China  
Cyprus  
Egypt  
Ethiopia  
France  
Ghana  
Greece  
India  
Indonesia  
Iraq  
Italy  
Japan  
Jordan  
Kingdom of Saudi Arabia  
Lao  
Lebanon

Luxembourg  
Malawi  
Malaysia  
Maldives  
Mauritius  
Myanmar  
Nepal  
Nigeria  
Pakistan  
Philippines  
Qatar  
Saudi Arabia  
Singapore  
South Africa  
Sri Lanka  
Sultanate of Oman  
Switzerland  
Syria  
Thailand  
Trinidad and Tobago  
Uganda  
United Arab Emirates  
United Kingdom  
United States of America  
Vietnam



# EIU GLOBAL PARTNERS

Interested in becoming one of the EIU students? You can join and select from any of the 43 partners from 20 countries.



Greece  
Australia  
Cameroon  
Democratic Republic of  
Congo  
Egypt  
Greece  
India  
Indonesia  
Malaysia  
Myanmar  
Nigeria  
Pakistan  
Republic of Ireland  
Saudi Arabia  
Sierra Leone  
Singapore  
Sri Lanka  
Thailand  
United Arab Emirates  
Vietnam

<https://eiu.ac/global-partners/>



# 5 SIGNS YOU ARE READY TO START YOUR OWN BUSINESS

PROF DR EDWARD ROY KRISHNAN  
DIRECTOR GENERAL, EIU – PARIS

Hold up! Before quitting your job, launching your business, or signing up for that first entrepreneurial coaching session you've always wanted, take some time to pause, think, and connect with your inner self.

Ask yourself the following questions: Am I ready to start my entrepreneurial journey? Do I see myself managing my own business and running my own company? Is this what I really, really want to pursue in life?

Don't answer right away though. I want you to internalise and really think about the career direction you want to follow. Hopefully, this article will help make the right decision whether or not you are ready to start managing your own business.

## The Reality of Starting a Business

Seth Godin, an American author and business executive, once said, "The only thing worse than starting something and failing is not starting something."

We all have dreamt of someday becoming a business owner and in the process, leaving the traditional 8-5 job. There are a lot of pros and cons of owning a business over a traditional office job. The choice of owning a business depends on risk appetite versus the cash flow stability an employer gives.

Entrepreneurship, however, takes off the lid on earning and personal satisfaction potential. If you're running your own business, there is no cap to whatever you can achieve. The richest people in the world are entrepreneurs and they do not work for anyone but themselves!

On the other hand, not all business startups turn out to be a multi-million-dollar empire. A lot of businesses also have their fair share of failures. This is probably the single biggest reason why most people steer clear of starting a business. But as Seth Godin explained, in the business context, starting and failing is better than not starting at all due to fear of failing. This is one of the many truths you will learn from my entrepreneurial coaching sessions.

## *Signs You're Ready to Start Your Entrepreneurial Journey.*

As an entrepreneurial coach, let me share these 5 signs that you can use to gauge if you are ready to leave your traditional job and take the plunge in entrepreneurship.

**1. You believe in your product or service offering.**

At the end of the day, businesses are being put up for profit. For you to realise it, you must believe that what you are offering truly adds value to whoever is willing to part with their money to obtain what you are offering. You cannot convince someone else to patronise if you do not believe in the value of what you are selling. If you are passionate about your product or service, it will be a lot easier for you to devote time, money, and effort in making your venture a success. In entrepreneurship, success has a direct correlation with the time and effort the owner is putting into the business.

**2. You value time freedom and flexibility.**

This is one of the many advantages of owning a business – you are not tied to the four walls of an office for at least 9 hours a day. At the beginning of your entrepreneurial journey, a lot of planning and hours will be put in to ensure the business takes off properly. But once it is on its “cruising altitude”, entrepreneurs can fully control how they will use their time. This is a source of envy for a lot of corporate workers since they have bosses who can monitor how they utilise their time in the office.



**3. You know something about the business and are willing to learn more.**

Running a business requires some elementary knowledge on how you will go about your day-to-day operations. You do not need to be an expert from the get-go. A lot of information will be learned as you experience the nitty-gritty part of running your company.

An owner needs to be willing to learn more as new trends and information arise. It is a good idea to seek advice and mentoring from professionals and receive entrepreneurial coaching so you are properly guided and can avoid unnecessary pitfalls.

**4. You have a good source of startup capital.**

If you have some cash saved up and it is big enough to match the requirement to start a business, you are more than ready. The type of business you will have vastly depends on how much access you have on capital. You cannot own a chain of restaurants overnight if your capital is small. Working within your means at the initial part of the journey is a wise thing to do. Once you're successful in one venture, you can always grow it in more ways than one.

**5. You understand the risks and you're not afraid to fail.**

Let's face it – not all businesses succeed. Even the most successful business people did not get it right the first time. They had to endure a lot of hardships and failures before they were able to get the right recipe for success. Despite all the efforts, there are just a lot of circumstances that can lead to a downfall. But starting up a business is synonymous with taking risks. For as long as it is clear to you what the pitfalls are, you can make yourself better prepared to face those challenges.

Getting entrepreneurial coaching from people who know how to do business is a great investment so you get to understand the bigger picture and be prepared to tackle situations you may not be familiar with. Starting your own business can be daunting at times but having a support system will give you the needed push to do the right thing and help eliminate stumbling blocks as you start your journey.





## **MAINTAINING MENTAL AND EMOTIONAL WELL-BEING DURING AND AFTER COVID-19**

An online course by European International University in collaboration with Resilient Health Organisation <https://resilienthealth.co.za/> to prepare you and your staff mentally, for the road ahead, as well as provide you with the proactive steps to protect yourself against the negative mental and emotional effects.

<https://bit.ly/covid19-eiu>

Register here:

<https://eiu.ac/equilibrium-registration-form/>



### ***New Appointment***

We are glad to announce that Dr. Marie-Aude Aufaure was newly appointed as the Directeur d'établissement of EIU-Paris with the approval of the Rectorate Office in Paris, which operates under the guardianship of the French Ministry of Higher Education, Research and Innovation.



# HOW POST-PANDEMIC OFFICE SPACES COULD CHANGE CORPORATE CULTURE

JEN GELLER AND RILEY DE LEÓN

Covid-19 will change the way we work in offices — perhaps indefinitely — which will likely impact corporate culture. Effective managers will need to learn new ways to connect with their employees and support them to grow and succeed in this new environment.



By now it's very clear that the coronavirus pandemic will change the way we work in offices — perhaps indefinitely. Less certain is the impact these physical and structural changes will have on corporate culture, which has become an intangible asset that companies now long to perfect. Corporate culture can also be used to describe the warm feelings employees have or the high expectations of a company's management team.

"Think of it as safe, not sad," explains Marc Spector, a fellow of the American Institute of Architects and principal at Spector group, referring to the measures companies will need to implement in order for employees to return to the office in a post-pandemic world. He emphasises the aim for a greater focus on health and welfare and less so on "togetherness." The New York-based global architecture, interior design and master planning firm's portfolio includes such high-profile properties as Brookfield Place, 60 Wall Street and the Nikon USA Headquarters.

"Companies are going to have to reorient workstations so people aren't facing one another. That may mean changing where the computer is or where the power source is located.

Companies are going to have to remove all of the tabling and the seating in conference rooms or other communal areas to give greater flexibility to space distance. Any personal effects at desks or offices need to be removed. That way, these spaces can be completely and thoroughly cleaned," says Spector. He also recommends companies institute measures like touchless entry for restrooms and elevators and voice-over Internet Protocol, or VoIP, so there will be less direct contact with various surfaces.

Many other changes could be adopted in the near future after the Covid-19 crisis.

Adopt a holistic methodology for your company's corporate culture so that you can create a competitive advantage no one can replicate. EIU Workshops offers a Corporate Culture and Cross Cultural Leadership workshop so you can implement an original and strong corporate culture to your business. Join our workshop online now with Dr. Finn MAJLERGAARD, International expert in Corporate Cultures, CEO of GUGIN and speaker in the most famous universities around the world.



<https://www.facebook.com/EIUParis/>



[https://twitter.com/EIU\\_Paris](https://twitter.com/EIU_Paris)



<https://www.linkedin.com/school/eiu-paris/>



<https://eiu.ac/>  
<https://www.loleiu.io/>  
<https://www.eiu-workshops.com/>

# EUROPEAN INTERNATIONAL UNIVERSITY - PARIS

**info@eiu.ac**  
**+33-144-857-317**  
**+33-607-591-197**