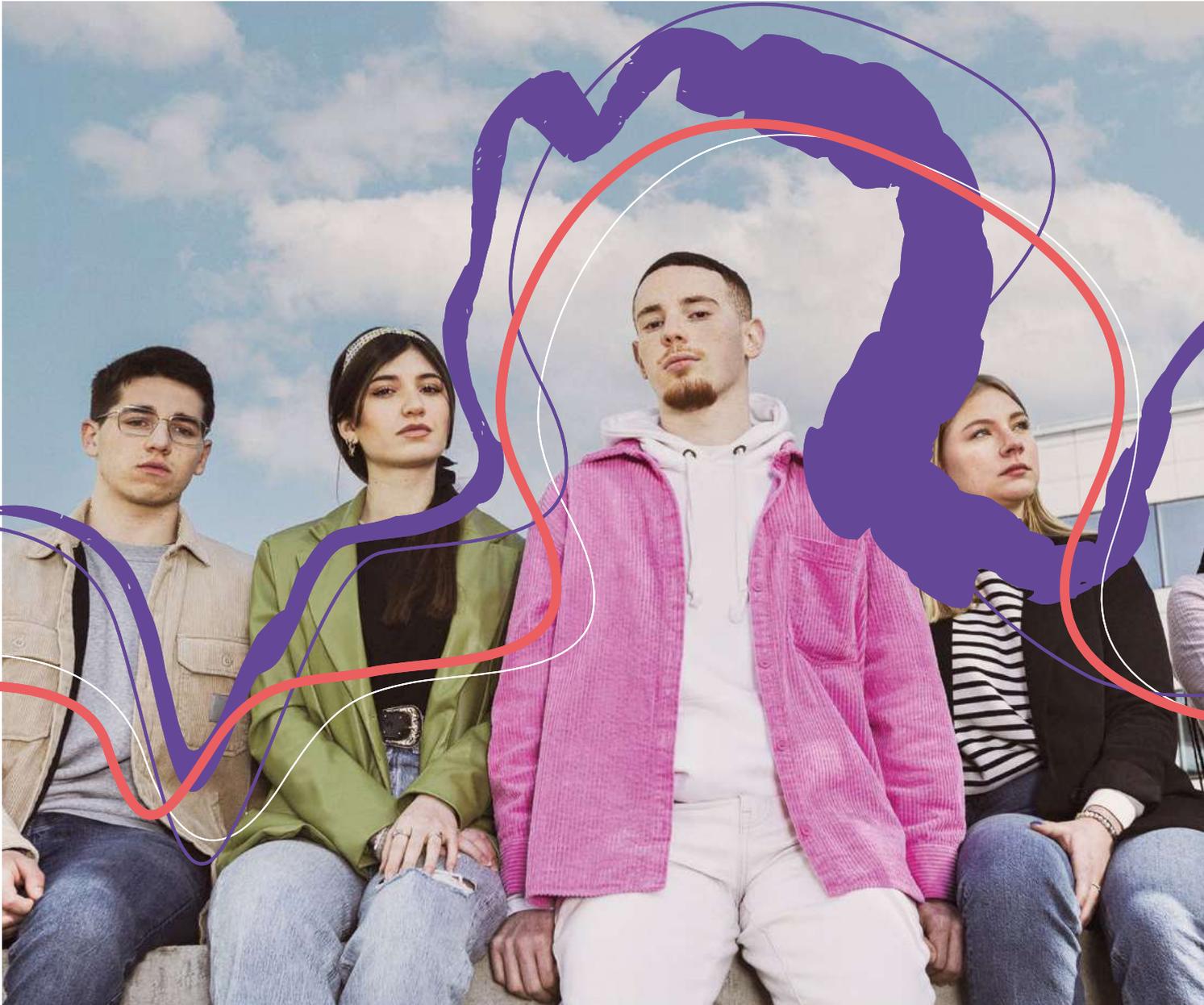




Short-term Programmes

SUMMER SCHOOL
2023



CONTENTS

BSB Summer School 2023.....	p.5
The Programme	p.6-7
Organisation.....	p.8-9
In-person Session	p.10-13
Online Session.....	p.14
Student Feedback.....	p.15
Join us.....	p.16-17
Programme Fees.....	p.18-10
Contact.....	p.20



You may not know this, but there's nothing ordinary about you.
Your potential is just waiting to be revealed.

For that to happen, you need to believe in yourself and create
your own trajectory with ambition.

You need to be daring and learn to bounce back from
adversity, to be aware of your abilities, your strengths and your
power to take action.

However, these things rarely happen by themselves.
At BSB, you'll find a setting which encourages you to open up
to others and to the world.

Here you stand out, here you surpass yourself, here you
transform yourself, here you can perform.

But above all, here your imagination has no limits.

At BSB, you will learn that where there's a will, there's a way.
That nothing is impossible for you, but nothing's achieved
without effort.

This awareness is our mission, and this is the guidance we
want to offer you.

Because we are convinced that youth is innately bold,
innovative, passionate and creative...
We believe in your ability to make tomorrow's changes.

At BSB, we believe in you
So, think big!

**We believe
in youTH**



BSB SUMMER SCHOOL 2023

Founded in 1899, BSB is an internationally renowned Business School with study programmes delivered in the cities of Dijon, Lyon and Paris.

Since its beginnings over 120 years ago, the international spirit has been integral to BSB's work, with 75 nationalities currently represented by its student body, 25% of its faculty members with an international background and over 200 partner institutions around the globe.

BSB Summer School is an innovative workshop programme that welcomes open-minded international students.

a 5 day in person session in June and a 4 day online session in July 2023. The programmes will take place over two distinct sessions: a 5 day in person session in June and a 4 day online session in July 2023..

Summer School students participating in the in-person programme will experience the beautiful campus at the heart of Dijon city. Renovated in 2017, the modern campus is designed to enhance the student learning experience. With well-equipped classroom spaces for group discussion and teaching, the Learning Centre with a diverse wealth of resources, and plenty of green outdoor space, the campus is a haven of learning and development.

Online Summer School students will have access to BSB's rich Learning Center resources.

The 2023 Summer School module:

AUTHENTIC LEADERSHIP AND ENTREPRENEURIAL CREATIVITY

Online session

from July 3 to July 7, 2023

In-person session

from June 19 to June 23, 2023

(In the case that the travel to Dijon for face-to-face teaching is impossible, the programme will be conducted online.)

AUTHENTIC LEADERSHIP AND ENTREPRENEURIAL CREATIVITY

DISCOVER THE PROGRAMME

PROGRAMME CONTENT

The Summer Schools are delivered as workshops. The workshop concept combines modern learning methods such as experimental learning, problem-based learning, elements of personal development and a number of creativity techniques.

It is built on three learning pillars, which are stimulated every day:

Authenticity, Leadership, and Creativity.

The programme allows students to develop their personal leadership potential and better access their creative potential in their professional and personal life.

The programme has a strong focus on personal development and soft skills. It aims to stimulate people-centred leadership based on students' awareness of their personal strengths, morals and unique qualities.

We will also build on the group dynamic to create an environment where students can learn from each other through in-depth interactions and discussions.





LEARNING OBJECTIVES

- Being aware of personal leadership qualities
- Learning to be both an authentic and people-centred leader
- Understanding and acting on psychological needs in communication using preferred communication channels and perceptions
- Understanding the true nature of a problem and its context
- Knowing how to select and apply a number of creativity techniques
- Learning to think visually and seek feedback for ideas

ACADEMIC LEADER

The Programme is taught by **Sabine Mueller PhD**, a lecturer specialised in education and research on entrepreneurship, leadership and creativity for more than 15 years.

Sabine also works as a Gestalt-therapist and personal development trainer and thus effectively combines theory and practice in her teaching.

PROGRAMME ORGANISATION



TIME TABLE



ONLINE SESSION

**9am - 12pm / 2pm-4pm (CET):
Virtual Classroom Teaching
& Self-organised team work
with tutoring**

- Day 1: Introduction & The Process Communication Model
- Day 2: Authentic Leadership: The King's and Queen's Play (Leadership development tool)
- Day 3: Creative Mindset I: Problem recognition & Problem solving
- Day 4: No online teaching – self-organised preparatory work (1-2hours)
- Day 5: Creative Mindset II: Rapid Prototyping & Final Presentation & Introspection

IN-PERSON SESSION

**9:15am - 12:30pm / 2pm-4pm (CET):
Classroom Teaching**

- Day 1: Orientation and Introduction Effectuation & Entrepreneurial preferences
- Day 2: Authentic Leadership: The King's and Queen's Play (Leadership development tool)
- Day 3: Entrepreneurial Mindset I: Empathy & Problem identification
- Day 4: Entrepreneurial Mindset II: Problem Definition & Creative Solution Finding
- Day 5: Solution-shaping process & Feedback

PROGRAMME CREDITATION

The in-person programme is credited with **6 ECTS** and contains **25 contact hours** with a lecturer over a 5-day period.

The online programme is credited with **4 ECTS** and contains **20 contact hours** with a lecturer over a 5-day period. The fourth day of the programme will not include any contact hours, as this will be an opportunity for students to conduct individual research.

A certificate of completion, along with an official transcript of results, will be provided to your home University after the end of the programme.

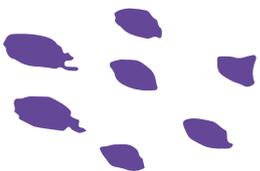
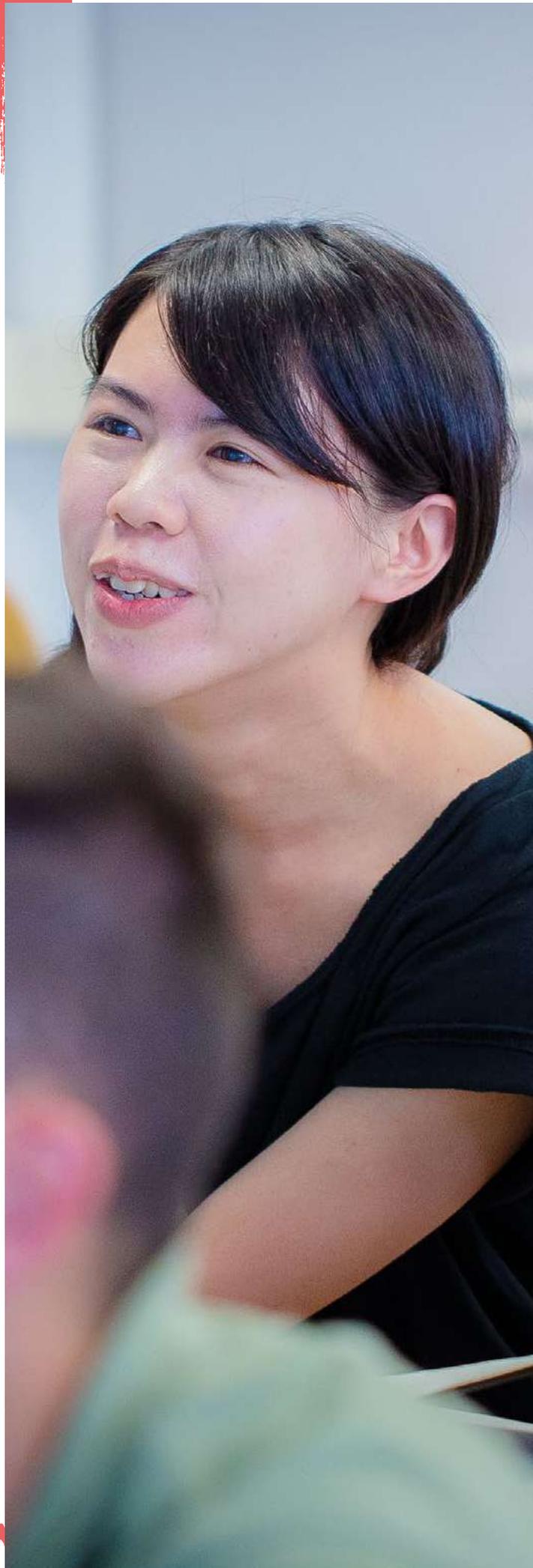
PROGRAMME ASSESSMENT

50% INDIVIDUAL LEARNING DIARY:

Students document throughout the week their personal learning from the programme. The objective is not to reproduce knowledge from the workshop, but to stimulate critical observation and reflection of their personal progress and how their experience – virtual or face-to-face – has impacted them. We support any creative and free format for the learning diary and do not set a minimum or maximum length. The major evaluation criteria are authenticity and depth of their reflection.

50% FINAL TEAM PRESENTATION:

Throughout day 3-5, students work on a real-life challenge and use their empathy, critical thinking and creative resources to develop an innovative solution to a challenge. On day 5, each team gives a 10-minute presentation of their project, using any form of visual aid available to them (movies, posters, pictures, prototypes). The focus of the evaluation is not only on the end result, but on the process of how students explored, analysed and handled a real-life challenge.



IN-PERSON SESSION

ACCOMMODATION

BSB organises optional accommodation during the programme. Students will choose between a single or twin room in the Adagio Aparthotel located in the centre of Dijon and just minutes' walk from the Business School. This is a 3-star hotel and breakfast will be included in the reservation.

Accommodation is booked from Saturday, June 17th to allow students time to arrive, meet classmates and partake in the cultural visit before the programme starts. Please note the cost of accommodation is not included in the cost of the programme and must be funded separately. Using this accommodation is optional.

ESTIMATED COSTS

DOUBLE ROOM:

42,50€ B&B + 1,65€ local tax per person per night (85€ per room per night + 1,65€ per person per night)

SINGLE ROOM:

75€ B&B + 1,65 € local tax per person per night



RESTAURANTS & FOOD

Dijon is a small but vibrant city with many restaurant and café options. We will provide students with a list of some local restaurants available and a suggestion of the price range, to help students make decisions relevant to their budgets.

Other than restaurants, there are also a number of supermarkets and produce markets, as well as bakeries and butchers located in and around Dijon city centre (although please take note of the cooking facilities available to you before purchasing food requiring preparation). BSB has a kitchen area available for students to use microwaves and to eat, but please be advised we do not have a canteen on site.

Coffee is provided before classes each morning in BSB's Entrepreneurial Garden (TEG), a beautiful outdoor space located opposite the school at the heart of our Centre of Excellence. The TEG is the perfect space to come together before classes, share ideas and get to know colleagues in an informal and relaxed setting.

OPTIONAL CULTURAL VISIT

BSB organises an optional enriching field trip experience to the beautiful city of Beaune, located a little under 50km from Dijon, on the Sunday before the start of the programme. Beaune is well known for its vineyards and has close links with BSB.



This visit will involve several cultural activities, such as a visit to the famous Hôtel-Dieu: mediaeval hospital for the poor; or a visit to the Château du Clos de Vougeot: the emblem of Burgundy wines. A wine tasting and a lunch in a restaurant are also included.

The aim of the day is for students to meet classmates before the start of the programme, allowing them to feel more at ease during the programme and to encourage group interactions.

Please note:

The cultural visit is optional, but students are encouraged to join as it will allow the group's cohesion. The cost of the trip is not included in the cost of the programme and must be funded separately.

COVID-19

At BSB the safety and wellbeing of our staff, students and the local community is paramount. We will therefore ensure that all activities included in the programme respect government guidelines at the time, including adhering to social distancing requirements and mandatory use of face coverings and masks where necessary.

In the event that an activity is not considered Covid-19-safe, alternative arrangements will be made or the activity may be cancelled.

In the case that international travel is not possible, provisions are in place to hold the in-person Winter School online. In this situation, the dates of this programme will change (please see above), and students who wish to continue to participate will be refunded the difference of the cost of the programme.





DIJON: A FOOD & CULTURE HUB

DIJON, IN THE TOP 10 DESTINATIONS TO SEE

CNN «where to travel» ranking, 2022



Situated in the central-east of France, Dijon city is the capital of the Bourgogne-Franche-Comté region, famous for its rich wine industry. 97 hectares of the historical city centre are protected as UNESCO world culture and heritage sites, with many free museums and cultural spots spread throughout the city, showcasing the famous medieval architecture dating back to the Dukes of Bourgogne.

Dijon is famous also for its specialist gastronomy, particularly mustard, gingerbread and crème de cassis. With the beautiful market halls and a large variety of restaurants, cafés and bakeries in the city centre, as well as affordable supermarkets, there are many options for great food.

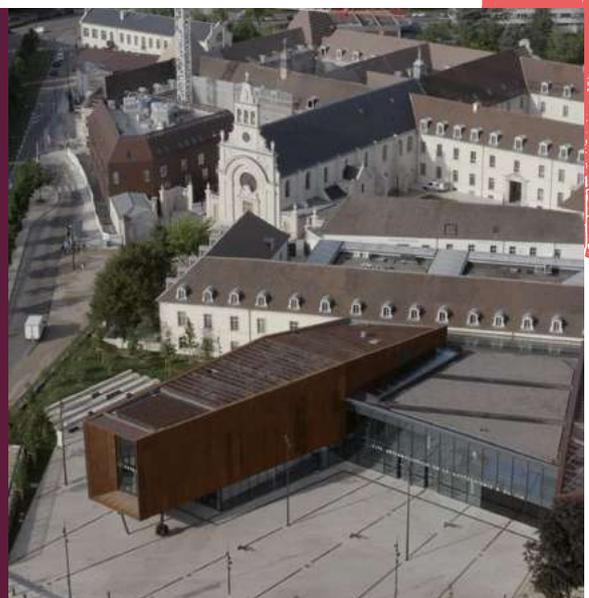
Dijon is a relatively small and very safe city, which is incredibly popular amongst students, welcoming around 36,000 students every year. Public transport in the city is efficient and rather cheap, with regular bus and tram services. However, most things are within a 15-minutes of each other, with BSB a 10-minute walk from the city centre and a 10-minute tram ride from the train station, which is served by direct trains from Paris, Lyon and Lausanne.

THE CITÉ INTERNATIONALE DE LA GASTRONOMIE ET DU VIN

The Cité internationale de la gastronomie et du vin opened its doors in May 2022 in Dijon.

Learning, discovering and enjoying are the Cité's three main missions. Major exhibitions, the Ferrandi Paris cooking school, the École des Vins de Bourgogne of the Bureau Interprofessionnel des Vins de Bourgogne, shops, an event kitchen, a cellar, restaurants...

With all 5 senses in action, get ready to a unique gastronomic and cultural experience.



ONLINE SESSION



ONLINE PLATFORM

Classes will be delivered via online meeting platform. Instructors will utilise the Breakout Rooms function to facilitate group work during the programme.

Please note:

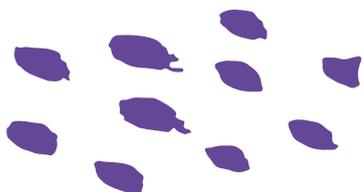
In order to create a genuine classroom feel and facilitate group participation, students will be expected to have their cameras, microphones and lights switched on throughout the seminar.

EXTRACURRICULAR ACTIVITIES

Following positive feedback from our first Online Winter School 2021, we will be offering an exciting range of activities outside of official class times. These activities are optional, but students are encouraged to join. Cultural activities will aim to provide students with an insight into French culture, and games and quizzes will allow students to bond in a more informal and relaxed environment.

Some proposed activities may include:

- Cultural quiz
- Intercultural breakfast
- Virtual Tour of Dijon and BSB
- Teambuilding games



STUDENT FEEDBACK

Our former students would recommend this programme.
Here's what some of them said:

“ I was able to connect with other international students, worked collaboratively and learned from other cultures. ”

Elizabeth, UK

“ This programme was an extremely interactive and multicultural experience that promoted fun teamwork activities and lessons about starting your own business! ”

Makas, Lithuania

“ I recommend this programme for anyone looking to expand their knowledge within the field of entrepreneurial thinking and to practise their teamwork skills with a diverse group of people and characters. ”

Herwan, Norway

“ It is a very fun programme which gives you the chance to solve a real problem and allows you to meet people from a lot of different countries. ”

Peter, Bulgaria



JOIN OUR SUMMER SCHOOL



WHO CAN APPLY?

The programmes are suitable for both postgraduate and undergraduate students.

The programme has both a strong practical and personal development orientation. We are thus looking for students with a certain degree of personal maturity. Some professional experience is required (internships are sufficient) in order to benefit from introspection exercises and to work on business challenges.

An excellent level of English is also required, since the programme is taught exclusively in English and is highly interactive. (Please note: evidence of sufficient English level may be required.)

We would normally expect to have around 20 students take part in each programme, to allow sufficient group interaction as well as individual attention.





ADMISSION PROCESS

- 1** Create your online account ([click here](#))
You will receive a registration link.
- 2** Complete the registration questionnaire (providing all information and documents required) and submit before **May 1st, 2023**.

Tip!

[Click here](#) to check whether you are a student from one of our partner universities, as this will reduce the fees you pay.

Once you have applied to the Summer School using our online registration form, you will receive an email containing the bank details for the School and instructions on how to transfer the money, as well as confirmation of the amount to pay. In the registration form, you will be required to select several choices, such as accommodation options and cultural excursion participation; we will then use these options to calculate the exact cost of the programme for you. Once the transfer is successful and received by the School, your registration will be complete and you will receive a confirmation from the International Office to this effect.

- 3** Complete the payment.
You will receive a confirmation once we have verified the success of your payment and reception of all required documents.





PROGRAMME FEES

TUITION FEES

ONLINE SESSION:

Students from partner universities: €250

Students with tuition waiver: €0

Other students: €400

IN-PERSON SESSION:

Students from partner universities: €500

Students with tuition waiver: €0

Other students: €750

ADMINISTRATION FEES

ONLINE SESSION:

€80

IN-PERSON SESSION:

€160

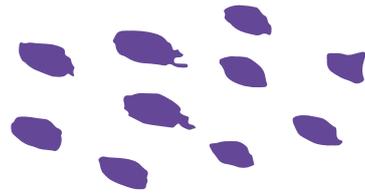
Please note:

In the case that the in-person Summer School must be conducted online, the online Summer School tariff will be applied. Students who wish to participate will be reimbursed the difference between the in-person and online course fees.

In the case that you need to withdraw from the programme at any time, we will require valid evidence to proceed to your reimbursement (please note: only force majeure and serious medical reasons of cancellation will be considered).

We reserve the right to cancel the program if the sufficient number of participants is not reached by the closing date for registrations.





INCLUDED IN PRICING

ONLINE SESSION

- 20 hours tuition with a qualified and experienced lecture
- Personal feedback on your work
- Enriching extracurricular and cultural activities
- A certificate of completion of the programme
- An official transcript of results entitling you to 4 ECTS points
- One month of free access to the Learning Center

IN-PERSON SESSION

- 25 hours tuition with a qualified and experienced lecturer
- Personal feedback on your work
- Climbing or horse coaching session aiming to practice leadership concepts
- All necessary course materials
- A certificate of completion of the programme
- An official transcript of results entitling you to 6 ECTS points



For more information, please see our website available here:

BSB SHORT TERM PROGRAMMES

CONTACT

short.programs@bsb-education.com

DIJON CAMPUS



29 rue Sambin - BP 50608
21006 Dijon Cedex
Tél. +33 (0)380 725 900



BURGUNDY SCHOOL OF BUSINESS

We believe
in you ⁷⁴

FOLLOW BSB



@BSB.INTERNATIONAL
GLOBAL.BSB-EDUCATION.COM

Edition january 2023

IMPORTANT NOTE: This brochure is correct at the time of going to print. Given the passage of time between its publication and the academic year to which it relates, some of the information may change. It is very important that you check BSB's website: global.bsb-education.com and the general terms of sales before making an application. **Non-binding document.**

