

KEDGE
BUSINESS SCHOOL



student.kedge.edu/summer-school

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2018



KEDGE Business School is France's largest independent Business School and one of only 76 institutions worldwide holding triple-accreditation awarded by the three largest and most influential, international business school accreditation associations: **EQUIS, AMBA and AACSB**. Consistently ranked among the **Top-30 Business and Management institutions** in Europe by the Financial Times, it is **France's leading institution in management research**.

KEY FIGURES

- **#1** – KEDGE's 2017 ranking for management research publications
- **12,500** students (**28%** international)
- **183** core faculty members (**44%** international)
- **275** international academic partners (spanning **5** continents)
- **10** campuses on **3** continents (Europe, Africa and Asia)

THE MULTI-CAMPUS ADVANTAGE

The KEDGE International Summer School programme leverages the institution's **multi-campus platform** and its **international positioning** to offer Bachelor and Master students from around the globe **an extraordinary portfolio of summer school programmes** to suit all tastes, budgets and time-constraints.

Follow just 1 course on 1 KEDGE campus, or take a *Tour de France* and follow as many as **6 total courses (30 ECTS credits!)** between our different campuses in **Marseille, Bordeaux and Toulon** – and transfer those credits back to your home institution!

Earn course credits you can transfer towards your degree while spending the summer of a lifetime in Europe!

14 DIFFERENT COURSES OFFERED

- 5 ECTS credits / 30 contact hours per course

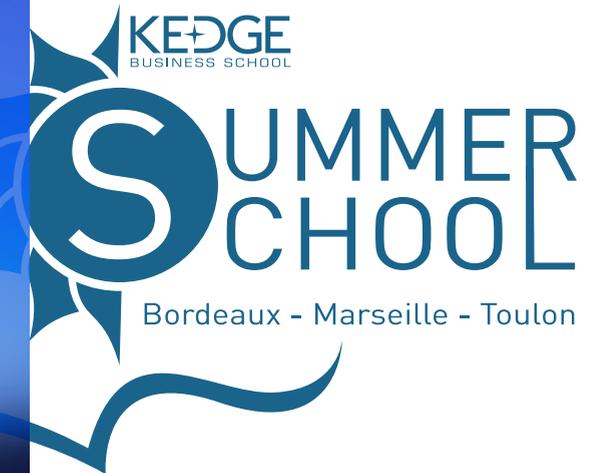
7 PROGRAMME PACKAGES

- Each package comprised of 2 courses
- 2 weeks in duration per package
- Classes organised Monday – Thursday on campus with a business trip or social activity organised every Friday.

OUR PACKAGE THEMES:

1. *Design Thinking & Managing the Creative Process*
2. *Supply Chain Design & Management*
3. *Value Creation & Innovation in Marketing: A French Approach to Wine & Luxury*
4. *Entrepreneurship*
5. *Sports Marketing & Management*
6. *Talent Management & International Performance Monitoring*
7. *CSR & Sustainable Development*

FOR MORE INFO, CHECK OUT OUR WEBSITE: student.kedge.edu/summer-schools



Why Choose KEDGE for Your Summer School Destination?

A **completely flexible format** unlike any other summer school programme...

Follow just 1 course compressed into a week, **mix & match** courses from different packages to create a **hybrid** programme that meets your needs, plan your classes in a **hop-on/hop-off** format between mid-June and the end of July – **build your own personalised summer school programme!**

All courses delivered in **English** by **top-notch international faculty**.

Business trips and social activities included **each week** of the programme at **no additional cost**.

Study in **Marseille, Bordeaux** and/or **Toulon, France** – served by high-speed rail and local airports, these cities are **ideal gateways to visit the rest of Europe**.

Discover a **new culture** and create **an international network of friends**.

TOP QUALITY BUSINESS COURSES...

BLOCK 1: JUNE 18 – 29

1. Supply Chain Design & Management

- ☀️ **Course 1:** Management of the Supply Chain (June 18 - 22)*
- ☀️ **Course 2:** Design of the Supply Chain (June 25 - 29)*

2. Sports Marketing and Management

- ⚙️ **Course 1:** Sports Marketing & Strategy (June 18 - 29)**
- ⚙️ **Course 2:** Strategic Management & Advanced Marketing for Sports Organisations (June 18 - 29)**

BLOCK 2: JULY 2 – 13

3. Value Creation & Innovation in Marketing: A French Approach to Wine and Luxury

- ☀️ **Course 1:** Value Creation & Brand Management in Wine & Spirits (July 2 - 6)*
- ☀️ **Course 2:** Innovation Management & Digital Applications (July 9 - 13)*

4. Talent Management & International Performance Monitoring

- ⚙️ **Course 1:** Talent Management (July 2 - 13)**
- ⚙️ **Course 2:** International Performance Monitoring: A Mediterranean Perspective (July 2 - 13)**

5. Design Thinking & Managing Creativity

- ⚙️ **Course 1:** Managing the Creative Process (July 2 - 6)*
- ⚙️ **Course 2:** Design Thinking (July 9 - 13)*

BLOCK 3: JULY 16 – 27

6. Entrepreneurship

- ☀️ **Course 1:** Entrepreneurial Business Model Design (July 16 - 20)*
- ☀️ **Course 2:** Leadership & Communication Skills for Entrepreneurs (July 22 - 27)*

7. CSR & Sustainable Development

- ⚙️ **Course 1:** Business Ethics & International Business (July 16 - 27)*
- ⚙️ **Course 2:** Sustainable Development (July 16 - 27)*

3 BLOCKS

7 Programme Packages

14 Total Courses
(5 ECTS ea.)

3 CAMPUSES



2 FORMATS

*1 week course
** 2 week course

...AND AMAZING SOCIAL & CULTURAL ACTIVITIES

BLOCK 1: JUNE 18 – 29

- ☀️ A guided bike tour along the Garonne River in Bordeaux - the world's #1 Tourist Destination according to the *LA Times* & *Lonely Planet*
- ☀️ A visit to a multinational company implementing cutting edge supply chain management & design techniques
- ⚙️ A guest lecture and tour of the *Circuit Paul Ricard*, the legendary track and host to the French Formula 1 Grand Prix
- ⚙️ A guided trek through the Calanques National Park

BLOCK 2: JULY 2 – 13

- ☀️ A trip to world-renowned châteaux in Saint-Émilion (a Unesco World Heritage site)
- ☀️ A day at the beautiful seaside villages of Arcachon and Cap Ferret
- ⚙️ An initiation course in scuba diving in the crystal waters of the Mediterranean
- ⚙️ A visit to *L'Occitane*, the world famous natural cosmetics company founded in the Provence region of Southern France
- ⚙️ Take part in Toulon's annual Design Parade, an international gathering of innovative entrepreneurs and creative thinkers
- ⚙️ Check out the celebrated seaside hub of Saint-Tropez

BLOCK 3: JULY 16 – 27

- ☀️ Visit incubators specialised in digital start-ups and speak to French entrepreneurs launching their own companies
- ☀️ Take a trip to the Atlantic coast for a day on the beautiful beaches and a course in stand-up paddle boarding
- ⚙️ Tour a French winery specialised in organic and sustainable viticulture
- ⚙️ Take in the beauty of the Mediterranean and the magnificent coast along Marseille on a private sailing tour

Business Visits

complement the themes of the courses, and

Social Excursions

give you a firsthand look at one of the most beautiful regions on earth.

TESTIMONIALS

“KEDGE staff were very welcoming and accommodating. They listened and were very attentive to each student's individual needs.” – **Jay**, University of Pittsburgh **(USA)**

“KEDGE is an amazing place to be and congratulations for successfully conducting the Summer School for us. Thank you.” – **Lav**, H.R. College of Commerce and Economics **(India)**

“I would promote the high quality and experienced lecturers and guests we met. Their knowledge and experience was very insightful.” – **Dale**, Deakin University **(Australia)**

AND WHEN THE CLASSES ARE OVER...

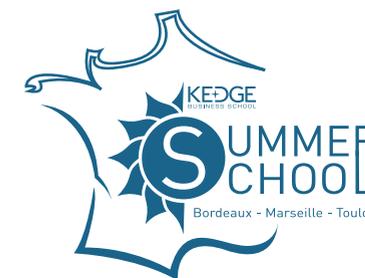
KEDGE student volunteers make up a critical part of our International Summer Programmes. Students from the KEDGE student organisations "Interact" and "Melting Potes" start by greeting their international guests upon arrival at the central train station (and stop-off point upon arrival by airport shuttle).

But they don't stop there. Our students go the extra mile to organise a complete programme of optional extra visits designed to give our international guests an insider's look at life in France – by day and night!

Activities are set up to be big on fun, at a low price so that everyone can participate.

Past Summer Programmes Have Included

- Beach parties and picnics
- Extreme tubing
- Evening hikes with a swim in the sea
- Nights on the town, touring the best clubs and places to be
- Bubble foot
- Trips to nearby towns and monuments
- Tours of the best student eateries
- Group sports (football, rugby, volleyball...)
- And much more...



TUITION

All summer programmes are priced at **950€ per course** (- 10% for those following a **2 course package**; i.e. **1710€**) It is also possible for students to "Mix & Match" courses and create a **Hybrid programme** to meet their needs, following courses at 1 or all 3 of the different Kedge campuses.

Tuition includes: all organisation and logistics, all course lectures, & workshops, course materials, certificate of completion, transcripts, 1 welcome breakfast, 1 lunch and 1 group dinner, access and transportation to all social and/or business trips.

Not included in tuition fees: travel, insurance, accommodation, meals not expressly mentioned, optional extra-curricular activities organised outside of the programme by student volunteers.*

(The approximate cost for these activities is 50€ per 2-week package)*

ACCOMMODATION

To take full advantage of the French city life, KEDGE Business School recommends that students select lodging in an "Appart-Hotel" in the city-centre.

Centrally located, the residence hotels provide affordable and comfortable **studio flats for 1 to 3 persons**, equipped with **private bathroom**, kitchen, Wi-Fi, air-conditioning and **weekly housekeeping**, thus giving participants an ideal starting point to enjoy the city during the evenings and on weekends, while offering them the

opportunity to cook their own meals and keep costs reasonable.

Each residence features **direct access to the KEDGE campuses by either tramway, bus or on foot.**

While KEDGE does not own or operate the residences, **our staff is available to help organise student reservations** as a courtesy service in Bordeaux, Marseille and/or Toulon at no charge.

Approximate Rates*, not including breakfast (*rates vary according to location and standing selected):

Shared Room: 30 - 35€ pp/night

Single: starting at 48€ pp/night

Students are also free to find their own accommodation on AirBnB or other. Off-campus student housing is also available.

FOR MORE INFORMATION, WRITE TO US AT:

MARSEILLE/TOULON:
short-terms@kedgebs.com

BORDEAUX :
short-terms-bordeaux@kedgebs.com

READY TO APPLY?

For application info and much more
join.kedge.edu