

JUNE 8 - JULY 17, 2020  
MARSEILLE, BORDEAUX, PARIS

# 2020 KEDGE INTERNATIONAL SUMMER SCHOOL

**KEDGE**  
BUSINESS SCHOOL

Discover  
Decode  
Do

# ABOUT KEDGE



## WHO WE ARE

**KEDGE BUSINESS SCHOOL IS FRANCE'S LARGEST INDEPENDENT BUSINESS SCHOOL** and one of only 90 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-40 Business and Management institutions in Europe by the Financial Times, KEDGE is France's leading institution of Management research publications.

**#1** KEDGE'S NATIONAL RANKING for management research publications

**12,500** STUDENTS (28% international)

**275** INTERNATIONAL ACADEMIC PARTNERS (spanning 5 continents)

**183** CORE FACULTY MEMBERS (44% international)

**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 different courses (30 ECTS credits!) between our different campuses in Marseille, Bordeaux and/or in Paris, 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!

## WHAT WE OFFER

### 19 DIFFERENT COURSES OFFERED

**5 ECTS credits**/30 contact hours **per course**

### 9 PROGRAMME PACKAGES

- Each package comprised of **2 courses**
- **2-4 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. **Supply Chain** Design & Management
2. **Sports** Marketing & Management
3. **Design** Thinking & Managing the Creative Process
4. Value Creation and Innovation in **Marketing**
5. **Disruptive Technologies** & Modern Management
6. **Wine** & Tourism in France
7. **Entrepreneurship**
8. Global **Finance** & International **Business**
9. **Ethical** Business & **Sustainable** Change



**FOR MORE INFO,  
CHECK OUT OUR WEBSITE AT  
[student.kedge.edu/summer-school](http://student.kedge.edu/summer-school)**

## WHY CHOOSE KEDGE FOR YOUR SUMMER SCHOOL DESTINATION?

- A **completely flexible format** unlike any other Summer School programme... Follow **just 1 course** compressed into **1 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—numerous possibilities to **build your own personalised Summer School** programme!
- All courses delivered in English by top-notch **international faculty** from around the world.
- **Business trips and social activities included each week** of the programme at no additional cost.
- Study in **Marseille, Bordeaux and/or Paris**, 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...

## 9 PROGRAMME PACKAGES... COMPRISED OF 19 TOTAL COURSES (5 ECTS EACH)

### 1. SUPPLY CHAIN DESIGN & MANAGEMENT BORDEAUX

#### COURSE 1 Design of the Supply Chain

↓  
June 8 - 12  
6 hrs per day, AM & PM

-

#### COURSE 2 Management of the Supply Chain

↓  
June 15 - 19  
6 hrs per day, AM & PM

### 2. SPORTS MARKETING & MANAGEMENT MARSEILLE

#### COURSE 1 Strategic Management for Sports Organisations

↓  
June 8 - 19  
3 hrs per day, AM

-

#### COURSE 2 Sports Marketing & Communication

↓  
June 8 - 19  
3 hrs per day, PM

### 3. DESIGN THINKING & MANAGING CREATIVITY MARSEILLE

#### COURSE 1 Managing the Creative Process

↓  
June 22 - 26  
6 hrs per day, AM & PM

-

#### COURSE 2 Design Thinking

↓  
June 29 - July 3  
6 hrs per day, AM & PM

### 4. VALUE CREATION & INNOVATION IN MARKETING BORDEAUX

#### COURSE 1 Value Creation and Brand Management

↓  
June 22 - 26  
6 hrs per day, AM & PM

-

#### COURSE 2 Innovation Management and Digital Applications

↓  
June 29 - July 3  
6 hrs per day, AM & PM

### 5. DISRUPTIVE TECHNOLOGIES & MODERN MANAGEMENT PARIS

#### COURSE 1 Disruptive Technologies

↓  
June 29 - July 3  
6 hrs per day, AM & PM

-

#### COURSE 2 Creating Customer Value with Innovative Technologies

↓  
July 6 - 10  
6 hrs per day, AM & PM

WE ORGANISE A COMPLETE PROGRAMME FOR OUR INTERNATIONAL STUDENTS, DESIGNED TO MAKE THE MOST OF THEIR TIME WITH US IN FRANCE.

## 6. WINE & TOURISM IN FRANCE

**BORDEAUX**

COURSE 1

**Consumer Behaviour in Wine & Spirits**

↓  
June 22 - July 3  
3 hrs per day

-

COURSE 2

**Oenotourism - Wine Tourism in France**

↓  
July 6 - 17  
3 hrs per day

## 7. GLOBAL FINANCE & INTERNATIONAL BUSINESS

**MARSEILLE**

COURSE 1

*(two options available - courses delivered in parallel)*

**A) Global Financial Regulations**

OR

**B) Managerial Cost Accounting**

↓  
June 22 - July 3  
3 hrs per day, AM

-

COURSE 2

**International Business: A Mediterranean Perspective**

↓  
June 22 - July 3  
3 hrs per day, PM

## 8. ENTREPRENEURSHIP

**BORDEAUX**

COURSE 1

**Entrepreneurial Business Model Design**

↓  
July 6-10  
6 hrs per day, AM & PM

-

COURSE 2

**Leadership & Communication Skills for Entrepreneurs**

↓  
July 13-17  
6 hrs per day, AM & PM

## 9. ETHICAL BUSINESS, DIVERSITY MANAGEMENT & DRIVING SUSTAINABLE CHANGE

**MARSEILLE**

COURSE 1

**Accelerating Change Towards Sustainability**

↓  
July 6 - 17  
3 hrs per day, AM

-

COURSE 2

**Ethical Business Practice & Diversity Management**

↓  
July 6 - 17  
3 hrs per day, PM

## WHAT OUR PAST STUDENTS HAVE TO SAY

**"All round great experience.** You are promoting exactly what you get when you study at KEDGE. Thanks for having me."

**"Thank you for my two weeks,** would certainly recommend to a friend! Wish I could do it all over again."

**"It was the best two weeks of summer school that I have ever completed.** I've learned a lot regarding the courses offered and most importantly I've gotten to know and study with some great people."

**"Thank you very much for a wonderful experience!** The knowledge, friends and fun that I had at KEDGE will be remembered for years to come."

**"Studying abroad has completely changed my perspective and I would recommend anyone to do it.** I felt part of KEDGE Business School by the end of the two weeks and felt very sad to leave such wonderful people. Thank you for being so welcoming!"

**"Such a great program!** I wish I could do it again next year."

**"I loved everything about it."**

# AMAZING SOCIAL AND CULTURAL ACTIVITIES

## 1. SUPPLY CHAIN DESIGN & MANAGEMENT BORDEAUX

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 techniques.

## 2. SPORTS MARKETING & MANAGEMENT MARSEILLE

An initiation course in Scuba Diving in the crystal waters of the Mediterranean.

&

A guided tour of the Orange Stade Velodrome, home to the French League 1 football club *L'Olympique de Marseille*.

## 3. DESIGN THINKING & MANAGING CREATIVITY MARSEILLE

Take part in Toulon's annual Design Parade, an international gathering of innovative entrepreneurs and creative thinkers.

&

Spend a day in the beautiful seaside hub of Cassis.

## 4. VALUE CREATION & INNOVATION IN MARKETING BORDEAUX

An initiation to Paddle Boarding near the famous Dune du Pyla on the Atlantic Coast.

&

A guest lecture and tour given by an international firm using innovative Marketing techniques.

## 5. DISRUPTIVE TECHNOLOGIES & MODERN MANAGEMENT PARIS

Get to know more about Big Data and Blockchains in use with a Parisian company visit.

&

Take in the sights of Paris with a boat tour on the Seine.

OUR ORGANISED BUSINESS VISITS COMPLEMENT THE THEMES OF THE COURSES IN EACH PACKAGE, WHILE THE CULTURAL EXCURSIONS GIVE YOU THE OPPORTUNITY TO TAKE IN ONE OF THE MOST BEAUTIFUL REGIONS ON EARTH, INCLUDING...

## 6. WINE & TOURISM IN FRANCE

### BORDEAUX

A trip to world renowned châteaux in Saint-Émilion (a Unesco World Heritage site).

&

Visit the *Cité du Vin* a permanent exhibition and experiential cultural centre in the heart of Bordeaux.

## 7. GLOBAL FINANCE & INTERNATIONAL BUSINESS

### MARSEILLE

A visit to L'Occitane, the world famous natural cosmetics company founded in the Provence region of Southern France.

&

A guided trek through the Calanques National Park.

## 8. ENTREPRENEURSHIP

### BORDEAUX

Visit an incubator specialised in Digital start-ups and speak with French entrepreneurs launching their own companies.

&

Take a boat tour around the scenic Arcachon Bay.

## 9. ETHICAL BUSINESS, DIVERSITY MANAGEMENT & DRIVING SUSTAINABLE CHANGE

### MARSEILLE

Tour a French winery specialised in organic and sustainable viticulture.

&

Take in the beauty of the Mediterranean and the magnificent coast along Marseille with an organised boat tour.

## WHAT OUR PAST STUDENTS HAVE TO SAY

**"Amazing experience all in all.** The professors were great. I highly recommend KEDGE Business School."

**"Had a blast, exceeded expectations.** Would like to take more classes at KEDGE, I made friends I hope to stay in touch with. Will always remember the experiences I had here. Thanks!"

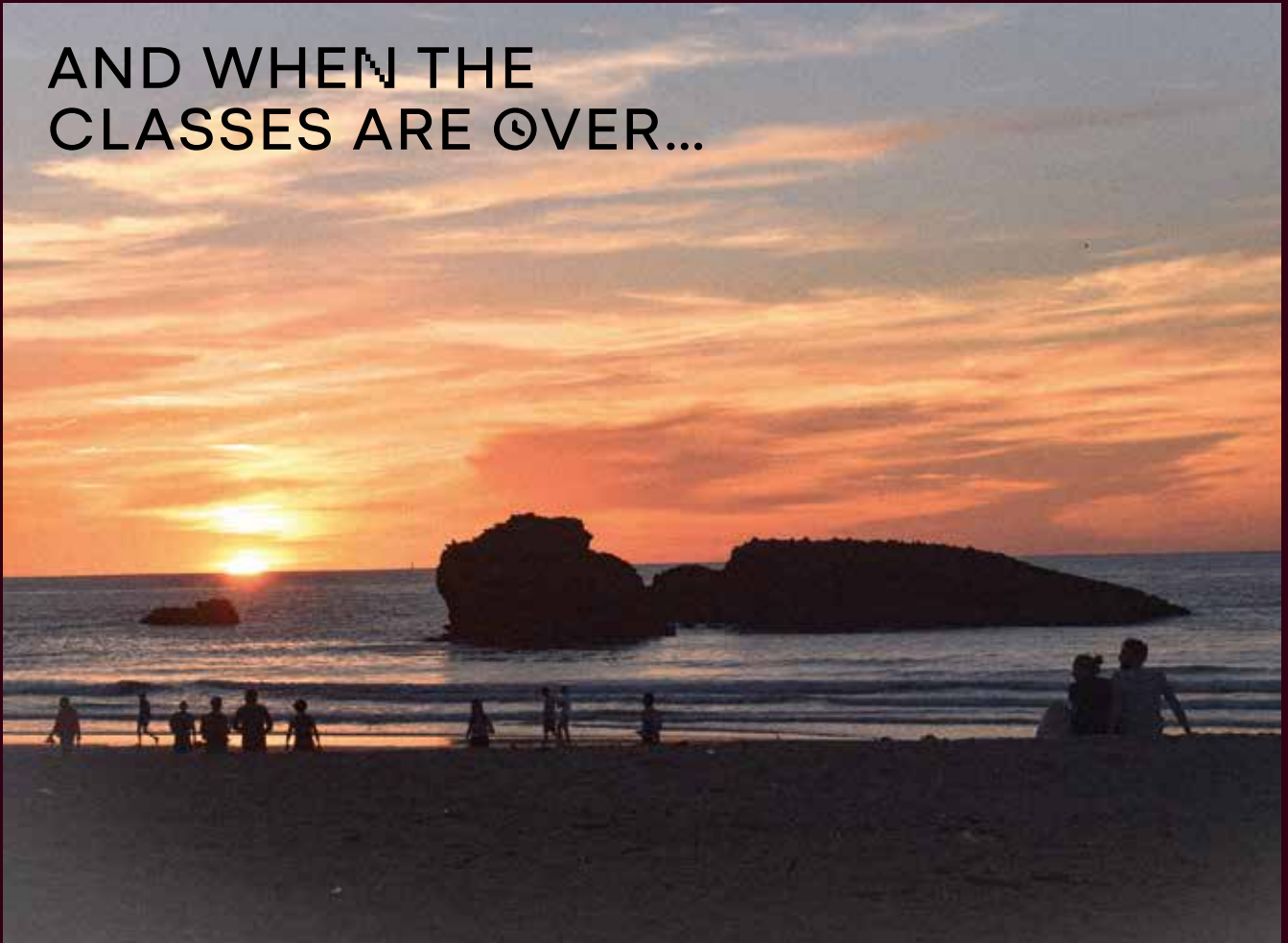
**"I had an amazing time.** I would love to return. I am even looking into the possibility of completing my Masters course at the university. I have enjoyed the courses themselves, as well as the other activities. I have so many friends from around the world now. I should not have waited until my final year to take this opportunity."

**"Overall, it was a fantastic 2 weeks.** I learned new things (which was my main aim), met very nice and polite people and had a great time. Thank you."

**"I have learned new practical knowledge and extended my network.** I would highly recommend the Kedge summer program."

**"I had an amazing experience.** Merci!!"

## 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 ON EACH CAMPUS START BY GREETING THEIR INTERNATIONAL GUESTS UPON ARRIVAL...

**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 without a high 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
- Trips to nearby towns and monuments
- Tours of the best student eateries
- Group sports (football, rugby, volleyball...)
- And much more...



# ABOUT OUR CAMPUSES



— Bordeaux, France, voted the most attractive city in the world by the Los Angeles Times and Lonely Planet in 2017, is renowned for its fine wine and knowledge of luxury. We'll take a closer look at the crossroads between traditional expertise and standards of excellence as they intersect with the concepts of brand management and experiential marketing.

Thanks to its location on the Atlantic coast and with an excellent level of infrastructure (now just 2 hours from Paris by high-speed rail), Bordeaux is a hub for many multinational companies, making it a logical choice for a closer look at innovations in Supply Chain Management & Design.

And did you know that Bordeaux is also labeled as a centre of "French Tech" for its aptitude in developing innovative technologies? We'll give participants a first-hand look at what it means to create a sound Business Model Design and couple it with the soft skills necessary to lead your vision to the marketplace.

---



— Marseille, the 3<sup>rd</sup> largest city in France, is beautifully situated on France's southern coast, bordering the Mediterranean Sea. The first Greek settlement in France (est. 600 B.C.), it remains one of the largest European ports linking Europe to Africa, Asia and the Middle East. A 'Crossroads of the Mediterranean,' modern Marseille is a city with a diverse population, both in terms of ethnicity and culture.

Named as the European Capital of Culture in 2013 and the European Capital of Sport in 2017, Marseille is one of France's most dynamic large cities. With 7,200 companies created in the city in the last 5 years, as France's second largest research centre with over 3,000 research scientists within Aix-Marseille University, what better place to come and join one of our International Summer School programmes dedicated to Diversity Management, Design, Finance, International Business, and/or Sports Marketing.

---



— Paris is a city that needs no introduction – the *City of Lights*. An indisputable world capital, site of the most ambitious international accords on curbing climate change, the Paris Agreements in 2016, and host to the 2024 Olympics, it has been home to some of the greatest creative talents and critical thinkers throughout history. What better place to spend 2 weeks gaining an insight into Disruptive Technologies and their impact on the companies and managers who use them?

# ACCOMMODATION



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

**Centrally located downtown**, the residence hotels provide affordable and comfortable **studio flats for 2 to 3 persons**, equipped with **private bathroom, kitchen, Wi-Fi 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 feature **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 Paris **at no charge**.

**APPROXIMATE RATES (Bordeaux & Marseille)\***, not including breakfast:

- Shared Room: 30-45€ pp/night
- Single: 60-90€ pp/night

**Paris:** please contact our team for pricing and suggestions.

**Students are also free to find their own accommodation on Airbnb or other. Off-campus** student housing is also available. For more information please feel free to contact us.

*\*Rates vary according to location and standing selected.*



## CONTACT US FOR MORE INFORMATION

### VISIT OUR WEBSITE

<https://student.kedge.edu/summer-school>

### OR WRITE TO US

#### MARSEILLE & PARIS

[short-terms@kedgebs.com](mailto:short-terms@kedgebs.com)

#### BORDEAUX

[short-terms-bordeaux@kedgebs.com](mailto:short-terms-bordeaux@kedgebs.com)

# TUITION



All summer programmes are priced at **1,000€ per course** (-10% for those following a **2 course package**; i.e. 1,800€).

It is also possible for students to **"Mix & Match"** courses and **create a Hybrid programme** to meet their needs, following

courses at one or all three 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.*

# MORE TESTIMONIALS



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

**"It was perfect."**  
**JIWAN**, University of Seoul (Korea)

**"It has been a wonderful experience for me and everyone I met here is so nice... Fantastic and informative lectures as well as several super wonderful workshops and study trips."**  
**JIawei**, University of Exeter (U.K.)

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

**"Send more info about this program to your partner universities!"**  
**STEN-FRED**, Estonian Business School (Estonia)

**"The culture of KEDGE is very impressive."**  
**YIFAN**, University of Liverpool (U.K.)

**"[Our professor's] passion and enthusiasm for the course and the content was infectious... I thoroughly enjoyed this programme and feel incredibly privileged to have had this experience."**  
**NAOMI**, University of Newcastle (Australia)

**"In addition to the study program, many activities were organized to explore the city and its unique culture with the help of KEDGE students... I want to come back!"**  
**MARIANNA**, Lomonosov Moscow State University (Russia)

**"I learned a lot about myself and [the program] helped to reassure my self-confidence".**  
**KENTO**, Nagoya University of Commerce and Business (Japan)

**"The program was just very well organized and the [student volunteers] really went out of their way to make us comfortable and have a great social experience."**  
**GLORIA**, Wilfrid Laurier University (Canada)

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

**"Our professor was extremely informed on the subject matter and delivered it with enthusiasm. He made it interesting and challenged our perceptions."**  
**NICK**, Katz Graduate School of Business (USA)

# 94%

## "YES"

responses to the survey question - **Would you recommend this programme to a friend?**



kedge.edu



BORDEAUX  
D★KAR  
MARSEILLE  
PARIS  
TOULON  
SHANGHAI  
SUZAOU

**CONTACT**

**KEDGE Short-Term  
Programmes**

[short-terms@kedgebs.com](mailto:short-terms@kedgebs.com)

