

Dear Partner and dear colleagues

Greetings from Kedge Business School here in France,

It was our sincere pleasure to receive **your students here during our Summer School in 2019**, and we certainly hope to have the opportunity to **welcome your students back in the Summer of 2020!**

I would like to give you information **about what we have to offer**. To this end, **please find attached a Powerpoint Presentation** designed to provide you (our partner) with all of the information about our 2020 offer. I have also **attached our updated commercial brochure** which I would welcome you to share with your students.

Our [Kedge International Summer School Website](#) will also be updated shortly, and is a source of more detailed information.

As you may recall, **we open our Summer Schools to our valued international partners on a tuition-free exchange basis**. For every **4 courses** in which your students enrol – **in any configuration**, i.e. 1 student for 4 courses, 2 students for 2 courses each, or 4 students for 1 course each – **we count 1 semester in the inter-institutional exchange balance**, which is currently heavily in your institution's favour.

2019 was the biggest year yet for our Summer Schools, with 330 students joining us from 70 institutions, and representing 53 different nationalities. But 2020 will be even bigger. Here's an overview of what we're putting together:

7 9 Programme Packages, Comprised of 14 19 Total Courses (5 ECTS/30 Contact Hours per Course):

As in the past, our Programmes will continue to feature:

- **A Completely Flexible Format** unlike any other Summer School Programme...

- Students can follow **Just 1 Course** compressed into **1 Week**,
 - **Mix & Match** Courses from different Packages to **Create A Hybrid Programme** that Meets their Needs,
 - Plan classes in A **Hop-On/Hop-Off** format between Mid-June and the end of July...
 - Numerous Possibilities to **Build One's Own Personalised Summer School** Programme!
- **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 at No Additional Cost**
 - **All Courses Delivered in English** by top-notch **International Faculty** from around the world.
 - **Students have the Possibility to Study in Marseille, Bordeaux and/or (NEW For 2020) In Paris**, France. Served by High-Speed Rail and Local Airports, these cities are ideal gateways to visit the rest of Europe.

In 2020, the Kedge International Summer School will be offering*:

<i>Campus</i>	<i>Programme Package</i>	<i>Courses/Dates/Format</i>	<i>Notes</i>
Kedge BORDEAUX	Supply Chain Management & Design	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	Repeat offer from the Kedge Summer School 2019
		Value Creation and Innovation in Marketing	COURSE 1

		<p>Value Creation and Brand Management</p> <p>June 22 – 26</p> <p>6 hrs per day, AM & PM</p> <p>-</p> <p>COURSE 2</p> <p>Innovation Management and Digital Applications</p> <p>June 29 – July 3</p> <p>6 hrs per day, AM & PM</p>	<p>2019 – this year's programme will focus on Marketing in a larger sense (not Wine & Luxury as in 2019), with a specific look at Innovation Marketing techniques like Sensorial Marketing, Experiential Marketing, etc.</p>
	<p>Entrepreneurship</p>	<p>COURSE 1</p> <p>Entrepreneurial Business Model Design</p> <p>July 6-10</p> <p>6 hrs per day, AM & PM</p> <p>-</p> <p>COURSE 2</p> <p>Leadership & Communication Skills for Entrepreneurs</p> <p>July 13-17</p> <p>6 hrs per day, AM & PM</p>	<p>Repeat offer from the Kedge Summer School 2019</p>
	<p>Wine & Tourism in France</p>	<p>COURSE 1</p> <p>Consumer Behaviour in Wine & Spirits</p> <p>June 22 – July 3</p> <p>3 hrs per day</p> <p>-</p> <p>COURSE 2</p> <p>Oenotourism – Wine Tourism in France</p>	<p>New for 2020!</p>

		July 6 – 17 3 hrs per day	
Kedge MARSEILLE	Sports Marketing & Management	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	Repeat offer from the Kedge Summer School 2019
	Design Thinking & Managing Creativity	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	Modified offer from the Kedge Summer School 2019, as this year this package will be delivered at the Kedge MARSEILLE campus.
	Global Finance & International Business	COURSE 1 <i>(two options available – courses delivered in parallel)</i> A) Global Financial Regulations OR	Modified offer from the Kedge Summer School 2019, with the addition of a new option to take either <u>Global Financial Regulations</u> –OR– <u>Managerial Cost</u>

		<p>B) Managerial Cost Accounting</p> <p>June 22 – July 3</p> <p>3 hrs per day, AM</p> <p>-</p> <p>COURSE 2</p> <p>International Business: A Mediterranean Perspective</p> <p>June 22 – July 3</p> <p>3 hrs per day, PM</p>	<p>Accounting as the first course in the package.</p>
	<p>Ethical Business, Diversity Management & Driving Sustainable Change</p>	<p>COURSE 1</p> <p>Accelerating Change Towards Sustainability</p> <p>July 6 - 17</p> <p>3 hrs per day, AM</p> <p>-</p> <p>COURSE 2</p> <p>Ethical Business Practice & Diversity Management</p> <p>July 6 - 17</p> <p>3 hrs per day, PM</p>	<p>Repeat offer from the Kedge Summer School 2019</p>
<p>Kedge PARIS</p>	<p>Disruptive Technologies & Modern Management</p>	<p>COURSE 1</p> <p>Disruptive Technologies</p> <p>June 29 – July 3</p> <p>6 hrs per day, AM & PM</p> <p>-</p> <p>COURSE 2</p> <p>Creating Customer Value with Innovative Technologies</p> <p>July 6 – 10</p> <p>6 hrs per day, AM & PM</p>	<p>New for 2020!</p>

**Please note that the above table is our intended course order with dates provided. Some minor readjustments within package dates (i.e. inverting course order) may be necessary.*

I'd like to take this opportunity to let you know that **our online Nomination platform is up and operational**. We are now ready to receive your nominations for UNIVERSIDAD DE VALLADOLID students to send to our **Summer School on exchange**, and receive the student's applications/course choices.

As soon as you are ready to begin nominating students, **please connect to our Nominations platform (<https://nominations.kedgebs.com/>)** and begin by **entering your dedicated Login/Password**.

• If you have **students joining the Kedge Summer School from UNIVERSIDAD DE VALLADOLID**, please nominate them by using:

- Login: **UNIVERSIDA354**

- Password: **UNIVERSIDA354**

• If you have any other **students NOT from the UNIVERSIDAD DE VALLADOLID**, (eg **UNIVERSIDAD DE VALLADOLID - FACULTY OF ECONOMICS AND BUSINESS** etc.) please nominate them by using:

- Login: **FacultyofE1000**

- Password: **FacultyofE1000**

We thank you once again for your interest in our International Summer School programmes and above all for your trust in Kedge Business School as your partner in France!

Look forward to exchanging more with you soon.

Kind Regards,