

Discover
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*Welcome to Your
Summer School
in France!*



June 8 - July 17, 2020



ABOUT YOU...

KEDGE
BUSINESS SCHOOL



- ❖ Are you looking for a **top-quality, fully accredited, international Business School** to provide your students an **immersive summer school programme in 2020**?
- ❖ Would you like to **offer your students** the chance to study with **classmates from all over the world** in the **beautiful region of southern France**?
- ❖ Is it important to propose integrated programme packages that combine **Business & Management courses** (all in English) with **social activities, cultural trips & business visits**?
- ❖ Do you need the **flexibility** to nominate your students for as little as **1 course (5 ECTS) in 1 week / 1 city**, or **up to 6 courses (30 ECTS) over 6 weeks** in up to **3 different cities**, with **everything centralised into 1 Official Transcript & Certificate** per student?

**The Kedge International Summer School in
Bordeaux, Marseille and Paris is it!**



ABOUT KEDGE BUSINESS SCHOOL



- Founded in 1872, Kedge is among **France's largest independent Business Schools**, with:
 - *12,500 Students*
 - *10 Campuses on 3 Continents (Europe, Asia & Africa)*
 - *183 Core Faculty*
 - *275 International Academic Partners*

- One of the **1% of Business Schools** worldwide **triple-accredited** by:



- Consistently ranked among the **Top-40 Business and Management institutions in Europe**



- **Ranked #1 in France** for management research publications.





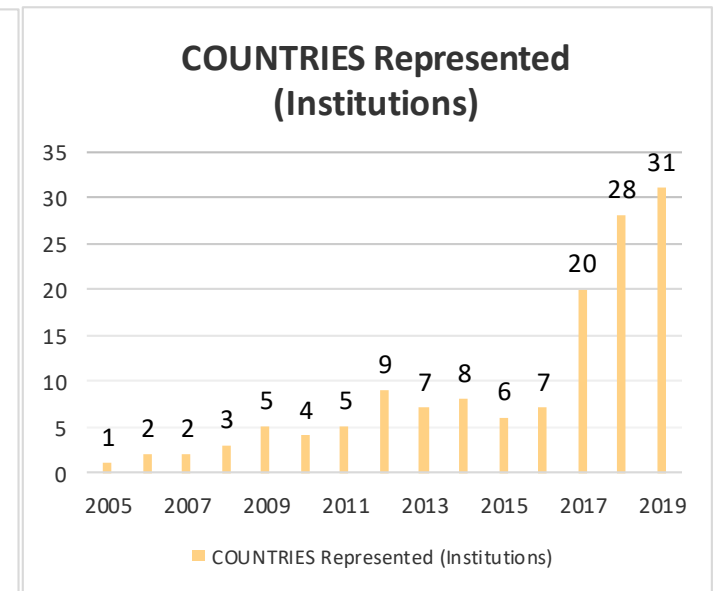
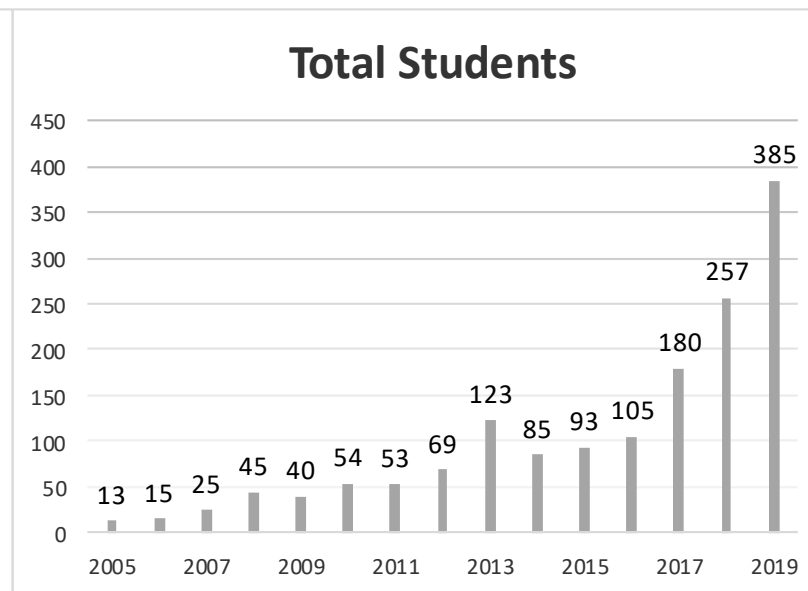
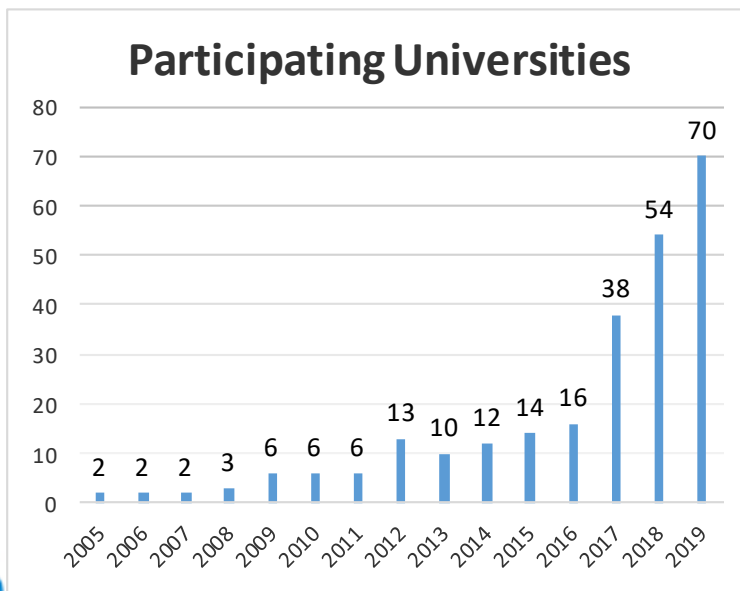
OUR SUMMER PROGRAMMES ARE RAPIDLY DIVERSIFYING



For **15 years**, Kedge Business School has been successfully delivering **immersive summer programmes for international students**.

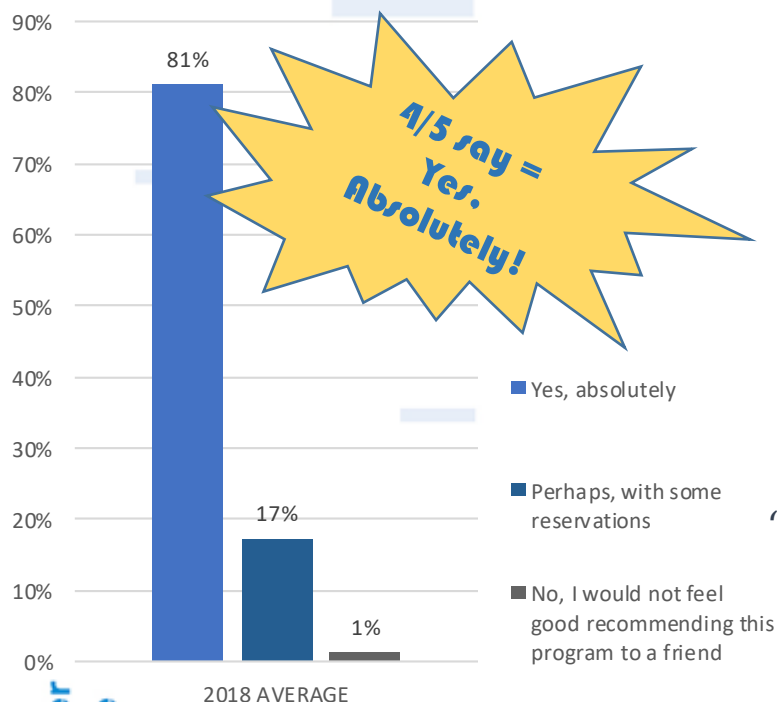
In the past few years, we've **rapidly expanded our Summer Programmes**, which have met with **highly positive feedback from our valued International Partners, like you.**

Kedge Business School now offers one of the most diverse, most international and most successful Summer School programmes in Business & Management in France!



WHAT DO OUR PARTICIPANTS HAVE TO SAY?

Would you recommend the Kedge Summer School programme to a friend?



"Overall, my time spent at Kedge was brilliant from start to finish!"

"The best experience in my life!"

"I'm a Kedge lover!"

"Amazing experience all in all. Professors were amazing. I highly recommend Kedge."

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

"I was deeply impressed with what KEDGE had to offer and with how much enthusiasm our lecturers taught us."

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

"It's certainly been one of the best times of my life so far! Amazing people, great team spirit and atmosphere, beautiful city, enjoyable school program and interesting lecturers... what else could I have asked for! Merci!"

"The activities helped us to bond with each other and everyone was very welcoming."

"It was amazing and I will definitely recommend Kedge to my friends. :-) Cheers!"



WHAT IS THE KEDGE INTERNATIONAL SUMMER SCHOOL?

KEDGE
BUSINESS SCHOOL

Kedge leverages its multi-campus advantage, offering an extraordinary portfolio of International Summer School Programmes, each with different themes, to Advanced Bachelor & Master students from around the globe.

From 8 June to 17 July, 2020, Kedge is pleased to offer:

9 Summer School Packages

in Marseille, Bordeaux, and Paris





WHAT IS THE KEDGE INTERNATIONAL SUMMER SCHOOL



Kedge leverages its...
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Advanced

Each Package Features:

- ✓ 2 Courses (in English)
- ✓ 10 ECTS Credits /60 Contact Hours
- ✓ Formal Evaluations
- ✓ Official Course Transcripts & a Certificate of Completion
- ✓ 1 Business Trip or Social/Cultural Activity EVERY WEEK



OUR PACKAGES...

KEDGE BUSINESS SCHOOL - MARSEILLE

4 Packages

1. Sports Marketing & Management (June 8 - 19)
2. Global Finance & International Business: A Mediterranean Perspective (June 22 - July 3)
3. Design Thinking & Managing the Creative Process (June 22 - July 3)
4. Ethical Business Practice, Diversity Mngt & Driving Sustainable Change (July 6 - 17)

9 Courses

1. Strategic Management & Advanced Marketing for Sports Organisations
2. Sports Marketing & Communications
3. Global Financial Regulations (Pkg 2, Option A)
4. Managerial Cost Accounting (Pkg 2, Option B)
5. International Business: A Mediterranean Perspective
6. **Managing the Creative Process**
7. **Design Thinking**
8. Ethical Business Practice & Diversity Management
9. Accelerating Change Towards Sustainability



Business Visits /Cultural Trips

1. Introduction to **Scuba Diving**
2. The **Stade Velodrome**, home of the *Olympique de Marseille*
3. **L'Occitane & the Lavender Fields** of Provence
4. A guided trek through the **Calanques National Park**
5. **International Design Parade**
6. **The seaside hub of Cassis**
7. **Wine tasting** at a vineyard specialized in **Sustainable Viticulture**
8. A **boat tour** along the **Mediterranean Coast**

OUR PACKAGES...

KEDGE BUSINESS SCHOOL - BORDEAUX

4 Packages

1. Supply Chain Design & Management (June 8 - 19)
2. Value Creation and Innovation in Marketing (June 22 - July 3)
3. Wine & Tourism in France (June 22 - July 17)
4. Entrepreneurship (July 6 - 17)

New for
2020!

8 Courses

1. Design of the Supply Chain
2. Management of the Supply Chain
3. Value Creation & Brand Management
4. Innovation Management & Digital Applications
5. **Consumer Behaviour in Wine & Spirits**
6. **Design Thinking**
7. Business Model Design for Entrepreneurs
8. Leadership & Communication Skills for Entrepreneurs

Business Visits /Cultural Trips

1. A guided **Bike Tour** along the **Garonne River**
2. A **multinational company** implementing **innovative Supply Chain Management**
3. **Paddle Boarding** near the **Dune du Pyla**
4. Visit a dynamic **Marketing Firm**
5. **The Chateaux of Saint-Emilion**
6. **The Cité du Vin** in central Bordeaux
7. **An incubator specialized in digital Start-Ups**
8. A **boat tour** in the **Arcachon Bay**

OUR PACKAGES...

KEDGE BUSINESS SCHOOL - PARIS

New for
2020!

1 Package

1. **Disruptive Technologies & Management** (June 29 – July 10)



2 Courses

1. Disruptive Technologies
2. Creating Customer Value with Innovative Technologies



Business Visits /Cultural Trips

1. A Parisian company using **Big Data and Artificial Intelligence**
2. A **boat tour on the Seine**





HOW DOES IT WORK? – PROGRAMME STRUCTURE

1) For **6 continuous weeks**, from **June 8 – July 17, 2020**, our International Summer School is **delivered in parallel** across our 3 Kedge Business School Campuses in France:



&



2) We Offer **9 Different Thematic Packages**, comprised of **19 different courses**.

Each package features:

- **2 courses** /60 contact hours
- 5 ECTS credits per course/ **10 ECTS per package**
- Students can take **both courses in a package**, or **mix & match** courses from **different packages** on **different Kedge campuses**

3) To **maximise flexibility** and create more **“hybrid” options** our **courses** are delivered in **different formats**:

- One week courses (*6hrs per day*)
- Two week courses (*3 hrs per day*)

4) Similarly, our **2-course thematic packages** are delivered in **different formats**:

- 2 week packages (*2 courses/2 weeks*)
- 4 week packages (*2 courses/4 weeks*)

Academic courses organised Monday – Thursday, with a business trip or social/cultural activity organised every Friday (fully included in the programme!)

AND WHEN CLASSES ARE OVER...

Kedge Student volunteers make up a critical part of our International Summer Programmes.

They start by **greeting their international guests upon arrival**, then go the extra mile to **organise a complete program 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 cost so that **everyone can participate.**

Past summer programmes have included:

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





ACCOMMODATION...



KEDGE Business School pre-books a large series of “**Appart-Hotels**” in the city-centres of Bordeaux, and Marseille for our Summer School participants. In Paris, participants may choose to stay in Hotels, but in most cases, AirBnB is a more cost-effective option

Centrally located, these residences provide **affordable studio flats for 1 to 3 persons**, equipped with **private bathrooms, kitchen, Wi-Fi, A/C (in most cases) and weekly housekeeping**.

An ideal starting point to enjoy the city during the evenings and on weekends, the **residences allow students to cook their own meals and keep costs reasonable**.

Each feature **direct access to the Kedge campuses by either tramway, bus or on foot**.

Our staff is available to help organise student reservations in Bordeaux, Marseille and/or Toulon as a courtesy service **at no charge**.

Approximate Rates in Marseille & Paris*, not including breakfast (**rates vary according to room standing selected*):

* **Shared Room:** 30 - 40€ pp/night

* **Single :** 48 - 90€ pp/night

For lodging rates in Paris, please contact our staff

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

PRICING

- **1000 € per course**
 - ✓ -10% for those following a 2-course package (i.e. 1,800€)
- **Tuition includes:**
 - ✓ All application and organisational fees,
 - ✓ 1 breakfast, 1 lunch and 1 group dinner,
 - ✓ Access to all course lectures & course materials,
 - ✓ Access and transportation to all social and business trips
 - ✓ Certificate of completion & official transcripts



Not included in tuition fees: travel, accommodation, meals not expressly mentioned, travel insurance

**** SPECIAL EXCHANGE PARTNER CONDITIONS!! ****

Those students from institutions working with Kedge on an exchange basis (i.e. 20 ECTS/4 Kedge Summer School courses = 1 semester of full-time study for an outgoing Kedge student)...



NO TUITION FEES!!

Students pay just 100€ when applying online to confirm their reservation



TOP 5 REASONS THE KEDGE INTERNATIONAL SUMMER SCHOOL IS TRULY UNIQUE

1. **Personalised**: Follow a **themed 'package'** or **Mix & Match** courses to **create a unique 'hybrid'** programme to suit one's individual needs, timing and budget.
2. **Flexible**: Follow just **1 course / 1 Kedge campus**, or take a *Tour de France* and follow as many as **6 courses (30 ECTS credits!)** across our **3 different campuses** – all with one **centralised transcript & Certificate!**
3. **Global**: All courses are **delivered in English** by top-notch, **international faculty** to students from all corners of the globe.
4. **Comprehensive**: Classes **Mon- Thurs**, with **business trips** or **social activities** planned every **Friday**, leaving **plenty of time** to **organise weekend trips** in France or to **other European cities** and make the most of a summer abroad.
5. **Immersive**: **Project-focused** course curricula, **integrated Business visits & social/cultural trips** & **Kedge student volunteers** organising **extracurricular activities** combine to offer a **thoroughly immersive, international experience!**





TAKE A LOOK FOR YOURSELF

KEDGE
BUSINESS SCHOOL

Please click on the video link below for a visual impression of what the Kedge International Summer School has to offer!





CONTACT US FOR MORE INFORMATION



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



<http://www.facebook.com/kedgebs>



<https://youtu.be/G04w6bKsxvY>