

kedge.edu



BORDEAUX
D★KAR
MARSEILLE
PARIS
TOULON
SHANGHA!
SUZAOU

CONTACT

Kedge Short-Term
Programmes

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TAILOR-MADE & FACULTY-LED
PROGRAMMES

2021

PROGRAMS
DESIGNED
TO MEET
YOUR NEEDS

KEDGE
BUSINESS SCHOOL



WHAT DO WE OFFER?



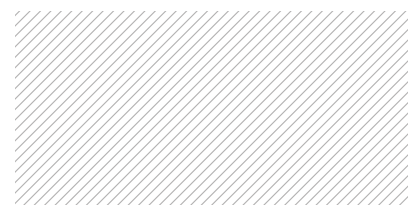
FROM BACHELOR TO MASTER, MBA TO EXECUTIVE EDUCATION, KEDGE BUSINESS SCHOOL IS AVAILABLE TO BUILD A TAILOR-MADE PROGRAMME SPECIFICALLY DESIGNED TO MEET THE NEEDS OF YOUR INSTITUTION.

We can build for you:

- a short programme, with or without ECTS credits
- a programme mixing academic courses, business and cultural visits
- a Tour de France, sending students to any or all of our campuses in Paris, Bordeaux, Marseille and Toulon

Benefit from the expertise of our International faculty to deliver high-quality courses in the subject of your choosing

- or develop a programme co-delivered between our faculty and your own.



ABOUT KEDGE

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-40 Business and Management institutions in Europe by the Financial Times, it is France's leading institution of Management research publications.



1. TAILOR-MADE PROGRAMS

Kedge provides all academic content, logistic and organisational support. Credits may be awarded by the home-institution, or by Kedge.

2. FACULTY-LED PROGRAMMES

Kedge provides logistics and organisational support (social & cultural visits, business trips, etc.) Courses delivered and credits awarded by the home-institution.

Our Tailor-made and Faculty-led programmes may be developed either:

- On a fee-paying basis
- On an exchange basis

2021

TAILOR-MADE

WE ORGANISE YOUR PROGRAM ACCORDING TO YOUR NEEDS, TIME AND BUDGET.

ORGANISATION & CONTENT OF THE PROGRAM

→ Tell us about your needs so that we help you build your customized programme

→ **Number of students:**
15- 50 students

→ **Flexible Programme**
Duration: just a weekend, 1-week intensive programme, or perhaps up to 3 weeks in a more relaxed format

→ **Location:** Kedge is the only Business School with campuses on both the Atlantic and Mediterranean coasts - along with our Executive Center in Paris and overseas campuses. Your tailor-made program can take place in one or multiple campus location.

→ **Number and theme of courses:**

- Your faculty, Kedge faculty, or a mix of both.
 - Marketing, CSR, Logistics, Innovation & Entrepreneurship, Finance
- .We have dozens of potential themes to choose from.

→ **Outcomes:** A programme that leads to a certificate & official ECTS transcripts, or simply a quality experiential learning programme that complements your institution's curriculum.



→ Support Services:

- Pick and choose what you would like organised for your group, such as:
- Organised meals
 - Accommodation
 - Social activities, cultural trips & business visits
 - Transportation

FOCUS ON DIGITAL TAILOR-MADE PROGRAMS

We also offer online tailor-made programs, that align with your academic needs, pace and rhythm of learning. If you wish to provide your students with an international experience, even from home, our digital tailor-made programs are designed for you.

Our digital program includes:

- Live & asynchronous sessions
- Individual coaching from the professors
- A virtual business visit with a Q&a session with a professional of the field
- Access to our digital learning environment and associated tools
- Access to Kedge digital library
- Official Course Transcripts and a Certificate

FOR MORE INFO, CHECK OUT OUR WEBSITE AT:

[STUDENT.KEDGE.EDU/
TAILOR-MADE-FACULTY-
LED-PROGRAMMES](https://student.kedge.edu/tailor-made-faculty-led-programmes)

KEY FACTS

All courses delivered in English by top-notch international faculty from around the world.

Business trips and social activities included in the programme if needed.

Opportunity to 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.

Immersion to a new culture and development of an international network

Students may follow a 1 - 4 week courses

Eligible participants: Highly motivated and open-minded Bachelor or Master, MBA level students in good academic standing with a sufficient level of English.



AN MBA ALUMNI WEEKEND, MIXING ORGANIZED COMPANY VISITS,) COURSE LECTURES AND A GROUP DINNER, PARTICIPANTS (AND FAMILY MEMBERSHOUSED IN A 4-STAR HOTEL



A 1-WEEK INTERNATIONAL SEMINAR IN MARSEILLE WITH COMPANY VISITS, COURSE LECTURES AND CULTURAL SIDE TRIPS. PARTICIPANTS HOUSED IN OFF-CAMPUS APARTMENTS.



A 2-WEEK DIGITAL IMMERSION PROGRAMME FOR EXECUTIVE MBA (PGDM) STUDENTS, MIXING COURSES & A VIRTUAL COMPANY VISIT.



A 5 DAY "FRENCH WINE INDUSTRY" SEMINAR, WITH COURSES, WINE TASTING AND ORGANIZED VISITS TO THE VINEYARDS OF THE REGION



A 3 DAY "WINE BUSINESS SEMINAR", MIXING NETWORKING EVENTS, A SEMINAR COURSE AND ORGANISED VISITS TO THE CULTURAL CENTER IN BORDEAUX, LA CITÉ DU VIN



ACCOMMODATION

KEDGE BUSINESS SCHOOL RECOMMENDS THAT STUDENTS SELECT LODGING IN AN "APPART-HOTEL" IN THE CITY-CENTRE.

- Centrally located
- Affordable and comfortable
- 1 bdr Studios for 1 - 3 people
- Private bathroom, Wi-Fi, A/C and weekly housekeeping,
- Equipped with kitchens = opportunity to cook their own meals and keep costs reasonable.

Direct access to the KEDGE campuses by either tramway, bus or on foot. KEDGE staff is available

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

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

***MARSEILLE & BORDEAUX**

***SHARED ROOM**
30 - 35€ pp/night

***SINGLE**
Starting at 48€ pp/night

***PARIS**

SHARED ROOM
50 - 70€ pp/night

***SINGLE**
Starting at 100€ pp/night



FEEDBACKS FROM PARTICIPATING STUDENTS

COVENTRY UNIVERSITY

"Thank you very much, I learned a lot and had a great experience."

"Extremely good professor! Loved the way he conducted the lecture and the content was great as well."

IMT GHAZIABAD

"Thank you so much Kedge for giving us the opportunity to learn from world-class teachers."

"It was a great experience."

CHULALONGKORN BUSINESS SCHOOL (CBS)

"It was a great international experience in one of the premium management school in France. Enjoyed our stay."

"Really loved the place and people I met in Kedge."

"Good cross cultural exposure with well-equipped academic experience."

UNIVERSITY OF SOUTH AUSTRALIA: UNISA

"Had a wonderful experience here at Kedge. Loved the way everything for organised so smoothly. Really wish I could spend more time here."

UNIVERSIDAD DEL PACIFICO

"Thank you to all the Kedge staff, they made of the seminar an incredible experience."

"Thank you very much, I learnt a lot and had a great experience."

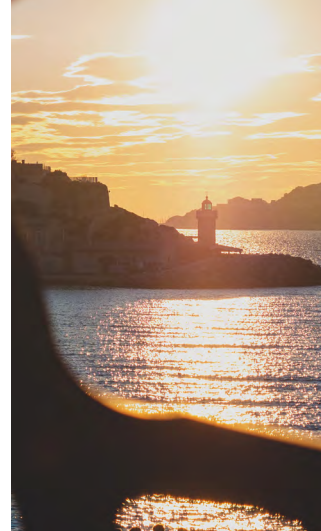


ABOUT OUR CAMPUSES



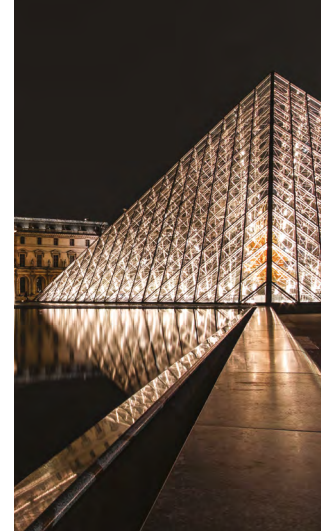
BORDEAUX

Bordeaux, France, a UNESCO listed heritage site and voted the most attractive European destinations, is renowned for its fine wine and luxury market. A study opportunity in Bordeaux is the opportunity to take a closer look at the cross-roads between traditional expertise and standards of excellence as they intersect with the concepts of luxury brand management and marketing. Thanks to its location on the Atlantic coast and just 2 hours from Paris by high-speed rail, Bordeaux is a hub for a number of multinational companies and a growing economy, making it a logical choice for a closer look at innovations in Supply Chain Management & Design. Bordeaux is also a reference for "FrenchTech" for its aptitude in developing innovative technologies.



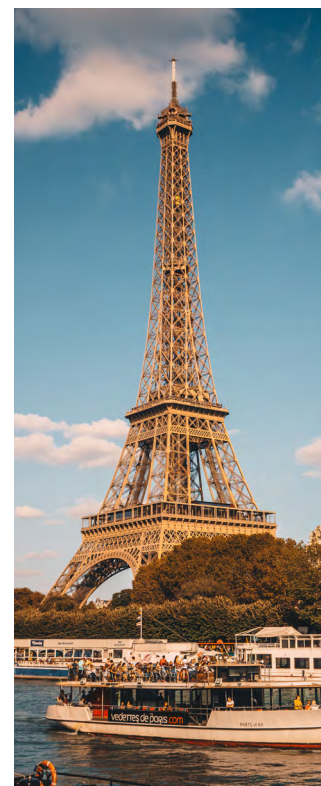
MARSEILLE

Marseille, France's 2nd largest city in France, is beautifully situated on France's southern coast, bordering the Mediterranean Sea. It was the first Greek settlement in France (est. 600 B.C.). It is also one of Europe's biggest port cities that links 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 cities. With 7,200 companies created over the last 5 years and as France's second largest research centre, what better place to come and join one of our International Summer School programmes dedicated to Sustainable Entrepreneurship, Design thinking and Sports Marketing!



PARIS

Paris is a city that needs no introduction - the City of Lights. An indisputable world capital, home to the signing of the most ambitious international accords on curbing climate change, the Paris Agreements in 2016, and future host to the 2024 Olympics, it has inspired some of the greatest creative talents and critical thinkers throughout modern 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!



TOULON

Toulon campus is in the heart of the city, in the "creativity and knowledge district." Located across from the train station and nestled within parc Alexandre 1er, the site is home to Toulon's art and design school, the public media library, local government (conseil départemental du var), a business incubator, a number of french-tech start-ups and 160 homes. Toulon, one of The Guardian's top six European seaside cities, boasts an excellent geographic location, 4 hrs from Paris and 2.5 hrs from the southern Alps. It also has Europe's most beautiful harbor, interspersed with "Blue Flag" beaches and unspoiled coves.



CONTACT US FOR MORE INFORMATION

VISIT OUR WEBSITE

student.kedge.edu/tailor-made-faculty-led-programmes

DOWNLOAD OUR QUESTIONNAIRE AND WRITE TO US AT:

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