

**KEDGE INTERNATIONAL
SUMMER SCHOOL**

**2023 / BORDEAUX -
MARSEILLE - PARIS**

**AN OPEN
WORLD
STARTS
WITH AN
OPEN MIND**

**KEDGE
BUSINESS SCHOOL**
**SUMMER
SCHOOL**

mc

ABOUT KEDGE BUSINESS SCHOOL



A LEADING FRENCH "GRANDES ÉCOLES"

KEDGE is one of the few "Grandes Écoles", elite French higher education institutions known for their selective admission processes, academic excellence, prestigious degrees and graduates' employability.

KEDGE belongs to the select 1% of international business schools holding the 'Triple Crown Accreditation' (AACSB, AMBA and EQUIS).

CHOOSING KEDGE MEANS

- Joining an original, sustainable and inclusive school
- Benefiting from lifelong learning opportunities
- Being part of a school that is rooted in its regions and open to the world



#2 BEST FRENCH SCHOOL
- BUSINESS ADMINISTRATION
CATEGORY (SHANGHAI
RANKING 2022)

14,800 STUDENTS
(23% INTERNATIONAL)

183 PERMANENT
PROFESSORS
(44% INTERNATIONAL)

274 INTERNATIONAL
ACADEMIC PARTNERS
(SPANNING 5 CONTINENTS)

10 CAMPUSES ON 3
CONTINENTS (EUROPE,
AFRICA AND ASIA)

THE MULTI-CAMPUS ADVANTAGE

Don't miss the opportunity to spend the summer in a new country while enjoying an international environment.

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 programmes to suit all needs, budgets and time constraints.

In 2023, you will also have the opportunity to study online.

Select from just the one course on the campus of your choice Marseille, Bordeaux or Paris, or take a Tour de France between the different campuses and transfer those credits back to your home institution!

ABOUT KEDGE SUMMER SCHOOL 2023

Earn course credits upon successful completion of your summer programme, transferable towards your degree!

18 DIFFERENT COURSES OFFERED ON 3 CAMPUSES

- 4 ECTS credits per course
- 24 hours teaching per course
- A wide range of choices among our areas of expertise & excellence

2 ONLINE COURSES

- 3hrs of live study session from Mon-Thu
- 3hrs of asynchronous sessions from Mon-Thu to allow individual and work group

10 DIFFERENT PACKAGES

- Each package comprised of 2 courses
- 2-4 weeks per package
- Classes organised Monday to Thursday on campus
- A business trip and a cultural activity offered for each package
- Social activities organised by our student associations in Bordeaux & Marseille

✓ A completely flexible format: select from just 1 course compressed into a week or 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 early-June and late-July - numerous possibilities to build your own personalised Summer School programme!

✓ All courses delivered in English by world-class international professors.

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

✓ Enjoy an intercultural experience and create an international network of friends.

WHAT OUR PAST STUDENTS HAVE TO SAY

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

👤 **"I loved everything** about it."

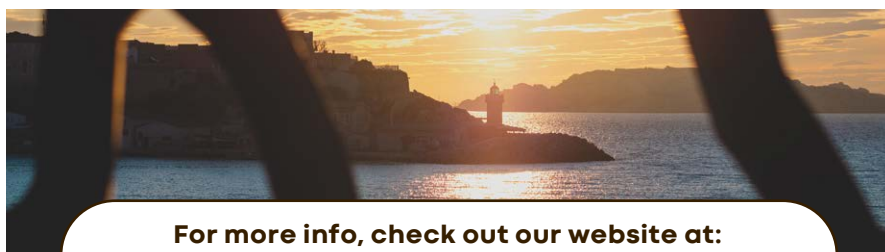
👤 **"Had a blast, exceeded expectations.** Would like to take more classes at KEDGE, I made friends I hope to stay in touch with. Will always remember the experiences I had here, thanks."

👤 **"I had an amazing experience,** thank you a lot! Merci!!!"

👤 **"I had an amazing time. I would love to return.** I am even looking into the possibility of completing my master's 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 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 learnt new practical knowledge and extended my network.** I would highly recommend the KEDGE summer programme."



For more info, check out our website at:
student.kedge.edu/programmes/summer-schools

TOP QUALITY BUSINESS COURSES AND AMAZING SOCIAL & CULTURAL ACTIVITIES

We organise a complete learning experience for our international students, designed to make the most of their time while studying at KEDGE. Organised business visits & seminars complement the topics of each programme, while the cultural trips will give you the opportunity to visit our beautiful regions.

10 different packages (8 ECTS each)*

* programmes and dates may be subject to modification

1

SUPPLY CHAIN DESIGN & MANAGEMENT (Bordeaux campus)

COURSE 1

Design of the Supply Chain
June 5- 9; 6 hrs per day, AM & PM

COURSE 2

Management of the Supply Chain
June 12 - 16; 6 hrs per day, AM & PM

EXPERIENTIAL

- A guided 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 campus)

COURSE 1

Strategic Management for Sports Organisations
June 5 - 16; 3 hrs per day, AM

COURSE 2

Sports Marketing & Communication
June 5 - 16; 3 hrs per day, PM

EXPERIENTIAL

- A guided tour of the Orange Stade Velodrome, home to the French League 1 football club "l'Olympique de Marseille"
- A guided trek through the Calanques National Park

3

GLOBAL FINANCE & INTERNATIONAL BUSINESS (Marseille campus)

COURSE 1

Global Financial Regulations
June 26 - July 7; 3 hrs per day, AM

COURSE 2

**International Business:
a Mediterranean Perspective**
June 26 - July 7; 3 hrs per day, PM

EXPERIENTIAL

- A visit to L'Occitane, the world famous natural cosmetics company founded in the Provence region of Southern France
- An initiation course in scuba diving in the crystal waters of the Mediterranean

4

DISRUPTIVE TECHNOLOGIES & MODERN MANAGEMENT (Paris campus)

COURSE 1

Business Intelligence & Analytics
July 17 - July 21; 6 hrs per day, AM & PM

COURSE 2

**Creating customer value
with disruptive technologies**
July 24 - 28; 6 hrs per day, AM & PM

EXPERIENTIAL

- Get to know more about Big data and Artificial Intelligence
- Take in the sights of Paris with a boat tour on the Seine

5

SOCIAL BUSINESS & SOCIAL ENTREPRENEURSHIP

(Online)

COURSE 1**Sustainable entrepreneurship***June 19-23 - July 1st; 6 hrs per day, AM & PM***COURSE 2****Social business, territories & innovation***June 26-30; 6 hrs per day, AM & PM*

6

WINE & TOURISM IN FRANCE

(Bordeaux campus)

COURSE 1**French Wine Industry***June 26 - July 7; 3 hrs per day***COURSE 2****Oenotourism - Wine Tourism in France***July 10 - 21; 3 hrs per day***EXPERIENTIAL**

- A trip to world renowned chateaux in Saint Emilion (a Unesco World Heritage site)
- A visit to the 'Cite du Vin', an experiential permanent exhibition centre in the heart of Bordeaux

7

SUSTAINABLE MARKETING & DIGITAL MARKETING

(Paris campus)

COURSE 1**Sustainable marketing***July 3 - 7; 6 hrs per day, AM & PM***COURSE 2****Digital Marketing for entrepreneurs***July 10- 14; 6 hrs per day, AM & PM***EXPERIENTIAL**

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

8

ENTREPRENEURSHIP

(Bordeaux campus)

COURSE 1**Business model design for entrepreneurs***June 19-23; 6 hrs per day, AM & PM***COURSE 2****Leadership communication & skills for entrepreneurs***June 26 - june 30; 6 hrs per day, AM & PM***EXPERIENTIAL**

- A visit to a local incubator of start-ups
- An initiation to paddle on the Atlantic Coast

9

ETHICS & SUSTAINABILITY IN BUSINESS

(Marseille campus)

COURSE 1**Accelerating changes towards sustainability***July 10 - 21; 3 hrs per day, AM***COURSE 2****Ethics in business & society***July 10 - 21; 3 hrs per day, PM***EXPERIENTIAL**

- A tour of a French winery specialised in organic and sustainable viticulture
- An organised boat tour to take in the beauty of the Mediterranean and the magnificent coast along Marseille sea

10

DESIGN THINKING & MANAGING CREATIVITY

(Marseille campus)

COURSE 1**Managing the Creative Process***June 12 - June 23; 6 hrs per day, AM & PM***COURSE 2****Design Thinking***June 19- June 30; 6 hrs per day, AM & PM***EXPERIENTIAL**

- A day at the Design Parade, an international gathering of innovative entrepreneurs and creative thinkers thinkers in Toulon
- A day at the beautiful seaside resort of Cassis

Students associations in Marseille & Bordeaux

Students from KEDGE associations Interact & Melting Potes welcome our international students and accompany them during their stay, offering a very rich intercultural experience. Organised activities are set up to be fun and affordable.

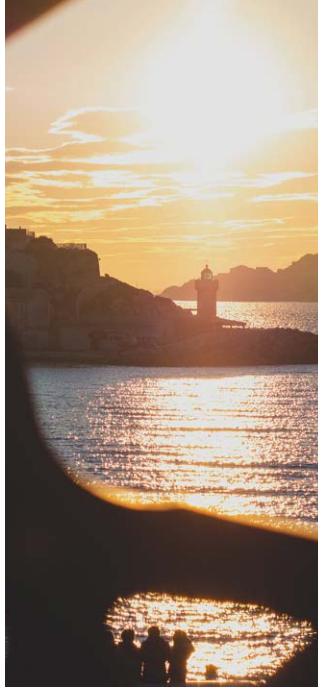
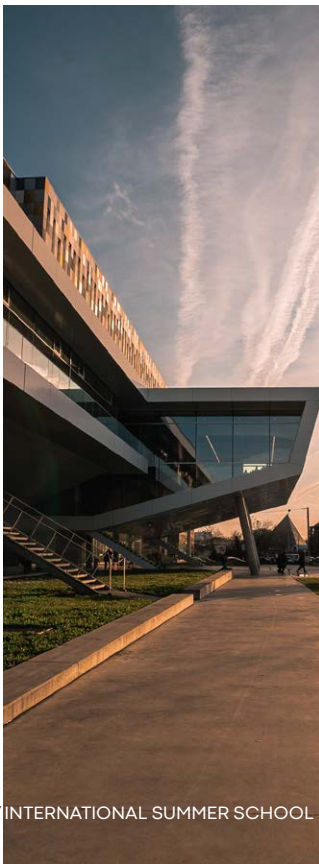
EXAMPLES OF PAST ACTIVITIES:

- Beach parties and picnics
- Extreme tubing
- Evening hikes followed by 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
- Team sports (football, rugby, volleyball...)



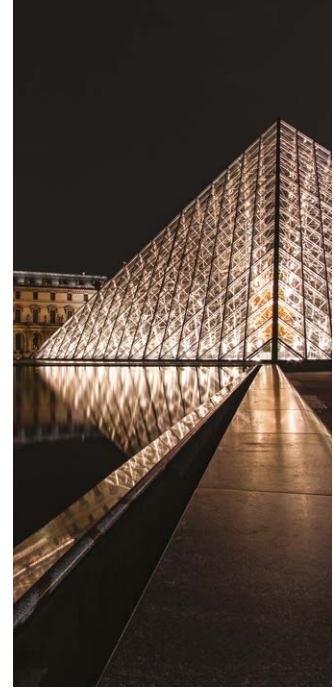
BORDEAUX

A flexible summer programme in the heart of famous French vineyards and historic chateaux! Located in Talence, around 30 minutes away from the Bordeaux city centre by tram, Bordeaux campus was designed as a living space. Spread over 35,000 m², it has dedicated work and chat rooms, as well as sports and relaxation areas.



MARSEILLE

A summer on the Mediterranean coast of Southern France! Situated at the gateway to the Calanques National Park, the Luminy Campus has been completely renovated in line with the sustainable Mediterranean buildings approach within a beautiful natural environment. It is around 30 minutes away from the town centre by bus and a few kilometres away from Cassis. The new state-of-the-art facilities are focused on the students' needs and expectations.



PARIS

A summer in the undisputed world capital of fashion, art and good taste. Located in the heart of the city in the exceptional Lumière Building, one of Paris' largest business centres (and business ecosystems), KEDGE Paris is a place of versatility, designed as a bridge between innovation and people, placing entrepreneurship at the centre of the school's philosophy.



% FUND%NG

TUITION FEES

€500 per online course.

€1000 per on-site course*

It is also possible for students to “Mix & Match” courses and create a hybrid programme to meet their needs. Students also have the opportunity to enrol at one or all three of the KEDGE campuses.

INCLUDES

Programme organisation and logistics, courses and support materials, certificate of completion, academic transcripts, welcome breakfast, 1 group dinner, access and transportation to all social and/or business trips.

DOES NOT INCLUDE

Travel, visa (if required), insurance, accommodation, meals not expressly mentioned, optional extra-curricular activities, personal expenses.

**€100 non-refundable registration fees apply. Enrolment to 2 courses entitles participants to a 10% discount.*

HANDIKAP



KEDGE is strongly committed to inclusiveness and diversity. The HANDIKAP scheme was established to ensure that KEDGE students with special needs have access to the resources they need to fully enjoy and succeed in their studies at KEDGE and beyond in order to boost their employability.



ADMISSION

To submit your application, please visit

shortterms.kedge.edu

ACCOMMODATION

To take full advantage of the city life, KEDGE BS encourages you to stay in an ‘Apart-Hotel’ in the city centre.

While Kedge does not manage the residences, our staff is available to help organise student reservations as a courtesy service in Bordeaux, Marseille and/or Paris at no extra charge.

Approximate rates for Bordeaux and Marseille excluding breakfast (rates vary according to location and standard of accommodation selected):

Shared Room

30 - 45€ pp/night

Single

60–90€ pp/night

APPROXIMATE RATES FOR PARIS:

Shared Room

65 - 80€ pp/night

Single

130 - 160€ pp/night

For more information please feel free to contact us.



BORDEAUX
MARSEILLE
PARIS
TOULON
ABIDJAN
DAKAR
SHANGHAI
SUZAOU

CONTACTS

**Kedge Short-Term
Programmes**

short-terms@kedgebs.com
short-terms-bordeaux@
kedgebs.com

