



Your Summer School in Southern France!

2019

ABOUT YOU...

- ❖ Are you looking for a **top-quality, fully accredited, international Business School** to provide your students an **immersive summer school programme in 2019?**
- ❖ 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?

If yes, the **Kedge International Summer School** in **Bordeaux, Marseille and Toulon** is your solution!



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.



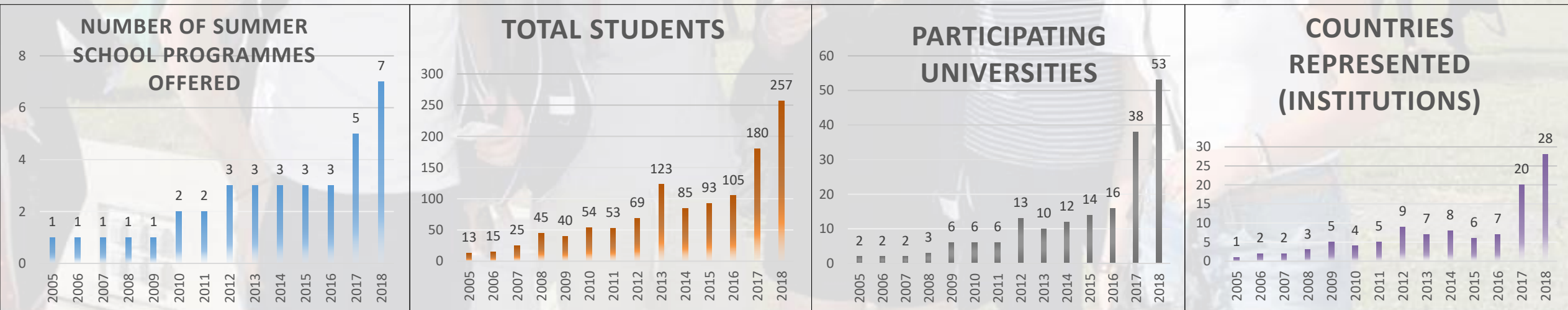


OUR SUMMER PROGRAMMES ARE RAPIDLY DIVERSIFYING

For nearly **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?

"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."

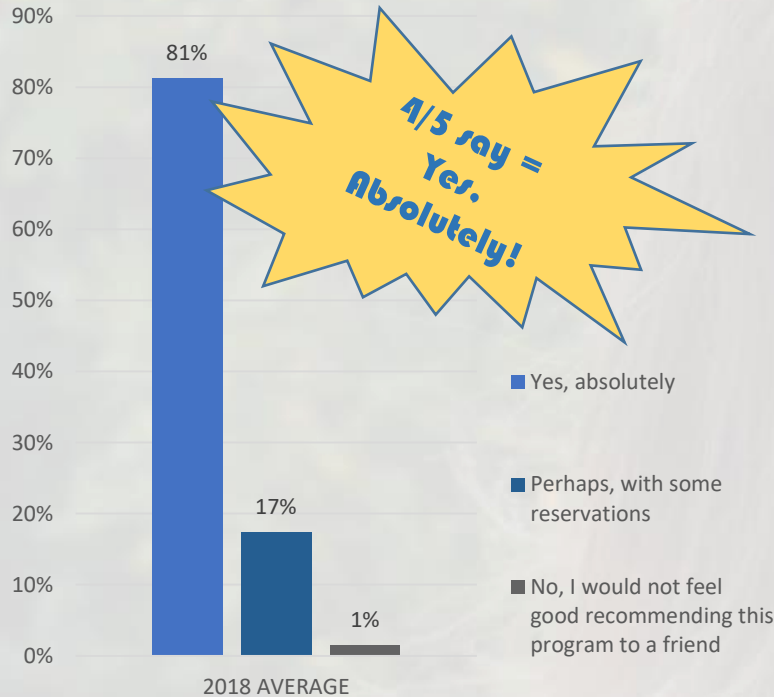
"Overall, it was a fantastic 2 weeks, learned new things (which was my main aim), met very nice and polite people and had a great time. Thank you."

"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!"

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





TAKE A LOOK FOR YOURSELF

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



WHAT IS THE KEDGE INTERNATIONAL SUMMER 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 10 June to 19 July, 2019, Kedge is pleased to offer:

7 Summer School Packages



3 in Marseille

1. Sports Marketing & Management (*June 10 – 21*)
2. Global Finance & International Business: *A Mediterranean Perspective* (*June 24 - July 5*)
3. Ethical Business Practice, Diversity Mngt & Driving Sustainable Change (*July 8 - 19*)

New for 2019!

New for 2019!



3 in Bordeaux

1. Supply Chain Management & Design (*June 10 – 21*)
2. Value Creation and Innovation in Marketing: *A French Approach to Wine & Luxury* (*June 24 - July 5*)
3. Entrepreneurship (*July 8 -19*)



1 in Toulon

1. Design Thinking & Managing the Creative Process (*June 24 - July 5*)

WHAT IS THE KEDGE INTERNATIONAL SUMMER SCHOOLS?

Kedge leverages its multi-campus approach, offering an extraordinary portfolio of different themes and advanced courses. The International Summer School Program offers 3 Master's courses in Bordeaux, Marseille and Toulon. Each package includes an extraordinary portfolio of different themes and advanced courses. The global experience is offered:

From 10 June to 19 July

offer:

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

3 in Marseille

1. Sports Marketing & Management (June 10 - 24)
2. Global Finance & International Business: A Mediterranean Perspective (June 24 - July 5)
3. Ethical Business Practice, Diversity Mngt & Driving Sustainable Change (July 8-19)

1 in Toulon

1. Thinking & Managing the Business Process (June 24 - July 5)
2. Luxury Business (June 24 - July 5)
3. Entrepreneurship (July 8-19)



HOW DOES IT WORK? – PROGRAMME STRUCTURE

1) For 6 continuous weeks, from **June 10 – July 19, 2019**, our International Summer School is delivered in:

3 BLOCKS
7 Programme Packages
14 Total Courses
(5 ECTS ea.)

(2 weeks per 'block')

(Thematic Packages)

(2 courses /60 contact hours per 'package')

2) Programme Packages are **delivered in parallel** across our 3 Kedge Campuses in southern France:



&



3) To maximise flexibility and create **“hybrid” options by mixing & matching courses** from different packages / campuses, our courses are delivered in:

2 FORMATS
★ 1 week course
★★ 2 week course

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



2019 KEDGE INTERNATIONAL SUMMER SCHOOL – PROGRAMME AGENDA

BLOCK 1: JUNE 10 - 21

1. Supply Chain Design & Management

- Course 1:** Management of the Supply Chain (June 10 - 14)*
- Course 2:** Design of the Supply Chain (June 17 - 21)*

2. Sports Marketing and Management

- Course 1:** Sports Marketing & Communication (June 10 - 21)**
- Course 2:** Strategic Management & Advanced Marketing for Sports Organisations (June 10 - 21)**

BLOCK 2: JUNE 24 - JULY 5

3. Value Creation & Innovation in Marketing: *A French Approach to Wine and Luxury*

- Course 1:** Value Creation & Brand Management in Wine & Spirits (June 24 - 28)*
- Course 2:** Innovation Management & Digital Applications (July 1 - 5)*

4. Global Finance & International Business

- Course 1:** Global Financial Regulations (June 24 - July 5)**
- Course 2:** International Business: A Mediterranean Perspective (June 24 - July 5)**

5. Design Thinking & Managing Creativity

- Course 1:** Managing the Creative Process (June 24 - 28)*
- Course 2:** Design Thinking (July 1-5)*

BLOCK 3: JULY 8 - 19

6. Entrepreneurship

- Course 1:** Entrepreneurial Business Model Design (July 8 - 12)*
- Course 2:** Leadership & Communication Skills for Entrepreneurs (July 15 - 19)*

7. Ethical Business, Diversity Mgmt & Driving Sustainable Change

- Course 1:** Ethical Business Practices & Diversity Mgmt (July 8 - 19)**
- Course 2:** Accelerating Change Towards Sustainability (July 8 - 19)**

2 FORMATS

- * 1 week course
- ** 2 week course





2019 KEDGE INTERNATIONAL SUMMER SCHOOL – BUSINESS TRIPS & SOCIAL/CULTURAL ACTIVITIES

BLOCK 1: JUNE 10 - 21

- 📍 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 & design techniques
- 📍 A presentation and tour of the Orange Velodrome - home stadium of the French football club *l'Olympique de Marseille*
- 📍 A trek through the Calanques National Park, led by a certified mountain guide

BLOCK 2: JUNE 24 - JULY 5

- 📍 A trip to world-renowned châteaux in Saint-Émilion (a Unesco World Heritage site)
- 📍 A day at the beautiful seaside village of Arcachon & boat tour
- 📍 An initiation course in scuba diving in the crystal waters of the Mediterranean
- 📍 A visit to *L'Occitane*, the world famous natural cosmetics company founded in the Provence region of Southern France
- 📍 Take part in Toulon's annual Design Parade, an international gathering of innovative entrepreneurs and creative thinkers
- 📍 Check out the celebrated seaside hub of Saint-Tropez

BLOCK 3: JULY 8 - 19

- 📍 Visit incubators specialised in digital start-ups and speak to French entrepreneurs launching their own companies
- 📍 Take a trip to the Atlantic coast for a day on the beautiful beaches and a course in stand-up paddle boarding
- 📍 Tour a French winery specialised in organic and sustainable viticulture
- 📍 Take in the beauty of the Mediterranean and the magnificent coast along Marseille on a private sailing tour

2 FORMATS

- ★ 1 week course
- ★★ 2 week course



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, Marseille and Toulon for our Summer School participants.

Centrally located, these residences provide **affordable studio flats for 1 to 3 persons**, equipped with **private bathrooms, kitchen, Wi-Fi, A/C 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*, not including breakfast (**rates vary according to room standing selected*):

* **Shared Room:** 30 - 40€ pp/night

* **Single :** 48 - 90€ pp/night

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

- **950 € per course**
 - ✓ -10% for those following a 2-course package (i.e. 1,710€)
- **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

Students applying to the Kedge International Summer School on an individual basis should apply directly via the “Free Mover” portal on the Kedge Online Application Platform:

<https://shortterms.kedgebs.com/>





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!





CONTACT US FOR MORE INFORMATION



MARSEILLE / TOULON

Catherine Rossines

International Projects Coordinator

Email (Direct): catherine.rossines@kedgebs.com

Email: short-terms@kedgebs.com

Tel. +33 (0) 491 827 904



BORDEAUX

Carla GODOY

International Projects Coordinator

Email (Direct): carla.godoy@kedgebs.com Email:

Short-terms-Bordeaux@kedgebs.com

Tel. +33 (0) 556 846 339



Kedge Business School

Damien Costello

Manager - International Projects & Development

Email (Direct): damien.costello@kedgebs.com

Tel. +33 (0) 491 827 316



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



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



<https://youtu.be/G04w6bKsxyY>