THE KEDGE INTERNATIONAL SUMMER SCHOOL

2022 / MARSEILLE - BORDEAUX - PARIS

AN OPEN WORLD STARTS WITH AN OPEN MIND

BORDEAUX
MARSEILLE
PARIS
TOULON
ABIDJAN
DAKAR
SHANGHAI
SUZHAOU

CONTACT
Kedge Short-Term Programmes
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KEDGE Business School
WHY CHOOSE
KEDGE FOR YOUR
SUMMER SCHOOL
DESTINATION?

21 DIFFERENT
COURSES OFFERED
ON 3 CAMPUSES
→ 4 ECTS credits / 8 ECTS
credits per package
→ 24 hours per course
→ Choose a course
among our areas
of expertise &
excellence

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

A completely flexible format: follow just
1 course compressed into a week, 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 top-notch
international faculty from
around the world.

Business trips or
conferences and cultural
activities included each
week of the programme at
no additional cost.

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.
**Testimonials**

"All round great experience. You are promoting exactly what you get when you study at KEDGE. Thanks for having me."

"Thank you for my two weeks, would certainly recommend to a friend! Wish I could do it all over again."

"It was the best two weeks of summer school that I have ever completed. I've learned a lot regarding the courses offered and most importantly I've gotten to know and study with some great people."

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

"Thank you very much for a wonderful experience! The knowledge, friends and fun that I had at KEDGE will be remembered for years to come."

"Studying abroad has completely changed my perspective and I would recommend anyone to do it. I felt part of KEDGE Business School by the end of the two weeks and felt very sad to leave such wonderful people. Thank you for being so welcoming!"

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

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**TOP QUALITY BUSINESS COURSES...**

1. **WINE & TOURISM IN FRANCE**
   (KEDGE BORDEAUX)
   - **COURSE 1**
     The French Wine Industry
     June 27 - July 8
     3 hrs per day
   - **COURSE 2**
     Oenotourism - Wine Tourism in France
     July 11 - 22
     3 hrs per day

2. **ENTREPRENEURSHIP**
   (KEDGE BORDEAUX)
   - **COURSE 1**
     Business Model design for entrepreneurs
     June 20 - 24
   - **COURSE 2**
     Leadership communication & skills for entrepreneurs
     June 27 - July 1st

3. **SPORTS MARKETING & MANAGEMENT**
   (KEDGE MARSEILLE)
   - **COURSE 1**
     Strategic Management for Sports Organisations;
     June 6 - 17
     3 hrs per day, AM
   - **COURSE 2**
     Sports Marketing & Communication
     June 6 - 17
     3 hrs per day, PM

4. **DESIGN THINKING & MANAGING CREATIVITY**
   (KEDGE MARSEILLE)
   - **COURSE 1**
     Managing the Creative Process
     June 13 - 17
     6 hrs per day, AM & PM
   - **COURSE 2**
     Design Thinking
     June 20 - 24
     6 hrs per day, AM & PM

5. **DISRUPTIVE TECHNOLOGIES & MODERN MANAGEMENT**
   (KEDGE PARIS)
   - **COURSE 1**
     Business Intelligence & Analytics
     July 11 - 15
   - **COURSE 2**
     Creating customer value with disruptive technologies
     July 18 - 22

6. **VALUE CREATION & DIGITAL MARKETING**
   (KEDGE BORDEAUX)
   - **COURSE 1**
     Value Creation and Brand Management
     July 4 - 8
     6 hrs per day, AM & PM
   - **COURSE 2**
     Digital Marketing for Entrepreneurs
     July 11 - 15
     6 hrs per day, AM & PM

7. **SUPPLY CHAIN DESIGN & MANAGEMENT**
   (KEDGE BORDEAUX)
   - **COURSE 1**
     Design of the Supply Chain
     June 6 - 10
     6 hrs per day, AM & PM
   - **COURSE 2**
     Management of the Supply Chain
     June 13 - 17
     6 hrs per day, AM & PM

8. **GLOBAL FINANCE & INTERNATIONAL BUSINESS**
   (KEDGE MARSEILLE)
   - **COURSE 1**
     (two options available - courses delivered in parallel):
     June 27 - July 8
     3 hrs per day, AM
     OPTION A: Global Financial regulations
     OPTION B: Managerial Cost Accounting
   - **COURSE 2**
     International Business & Mediterranean Perspective
     June 27 - July 8
     3 hrs per day, PM

9. **SOCIAL BUSINESS & SOCIAL ENTREPRENEURSHIP**
   (KEDGE MARSEILLE)
   - **COURSE 1**
     Social business, territories & innovation
     June 20 - 24
     6 hrs per day, AM & PM
   - **COURSE 2**
     Social entrepreneurship
     June 27 - July 1st
     6 hrs per day, AM & PM

10. **ETHICS AND SUSTAINABILITY IN BUSINESS**
    (KEDGE MARSEILLE)
    - **COURSE 1**
      Towards Sustainability
      July 11 - 22
      3 hrs per day, AM
    - **COURSE 2**
      Ethics in Business & society
      July 11 - 22
      3 hrs per day, PM

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**WHAT OUR PAST STUDENTS HAVE TO SAY**

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"It was the best two weeks of summer school that I have ever completed. I've learned a lot regarding the courses offered and most importantly I've gotten to know and study with some great people."

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

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**10 PROGRAMME PACKAGES... COMPRISED OF 21 TOTAL COURSES (4 ECTS EACH)**

We organise a complete learning experience for our international students, designed to make the most of their time with us in France.

*program may be subject to modification/dates are subject to modification*
AMAZING SOCIAL AND CULTURAL ACTIVITIES

PAST BUSINESS AND CULTURAL VISITS HAVE INCLUDED*

Our organised business visits & conferences complement the topic of the courses in each package, while the cultural excursions give you the opportunity to visit beautiful regions of France. *business & cultural visits may differ for 2023

1. SUPPLY CHAIN DESIGN & MANAGEMENT (KEDGE BORDEAUX)
   - 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 techniques

2. SPORTS MARKETING & MANAGEMENT (KEDGE MARSEILLE)
   - An initiation course in Scuba diving in the crystal waters of the Mediterranean
   - A guided tour of the Orange Stade Velodrome, home to the French League 1 football club "L’Olympique de Marseille"

3. DESIGN THINKING & MANAGING CREATIVITY (KEDGE MARSEILLE)
   - Take part in Toulon’s annual Design Parade, an international gathering of innovative entrepreneurs and creative thinkers
   - Spend a day in the beautiful seaside hub of Cassis

4. VALUE CREATION & INNOVATION IN MARKETING (KEDGE BORDEAUX)
   - An initiation to Paddle boarding near the famous Dune du Pyla on the Atlantic Coast
   - A guest lecture and tour given by an international firm using innovative Marketing techniques

5. DISRUPTIVE TECHNOLOGIES & MODERN MANAGEMENT (KEDGE PARIS)
   - Get to know more about Big Data and Blockchain in use with a Parisian based company visit
   - Take in the sites of Paris with a boat tour on the Seine

6. WINE & TOURISM IN FRANCE (KEDGE BORDEAUX)
   - A trip to world renowned chateaux in Saint Emilion (a UNESCO world heritage site)
   - Visit the “Cité du Vin” an experiential permanent exhibition center in the heart of Bordeaux

7. GLOBAL FINANCE & INTERNATIONAL BUSINESS (KEDGE MARSEILLE)
   - A visit to L’Occitane, the world famous natural cosmetics company founded in the Provence region of Southern France
   - A guided trek through the Calanques National Park

8. ETHICAL BUSINESS, DIVERSITY MANAGEMENT & SUSTAINABLE CHANGE (KEDGE MARSEILLE)
   - Tour a French winery specialised in organic and sustainable viticulture
   - Take in the beauty of the Mediterranean and the magnificent coast along Marseille sea with an organised boat tour

Testimonials — 07

“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, thank you.”

“I had an amazing experience, thank you a lot Mercer.”

“I had an amazing time, I would love to return. I am even looking into the possibility of completing my masters 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 learned new practical knowledge and extended my network. I would highly recommend the KEDGE summer program.”
KEDGE Student volunteers make up a critical part of our International Summer Programmes. Students from the KEDGE student organisations on each campus start by greeting their international guests upon arrival.

But they don’t stop there. Our students 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 being a high price so that everyone can participate.

PAST SUMMER PROGRAMMES HAVE INCLUDED:

→ Beach parties and picnics
→ Extreme tubing
→ Evening hikes with 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
→ Group sports (football, rugby, volleyball…)
→ And much more…

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 concerning 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!

Bordeaux, France, a UNESCO listed heritage site voted the European most attractive destination, is renowned for its fine wine and luxury market. A study opportunity in Bordeaux is the opportunity to take a closer look at the crossroads 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 highspeed 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, 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.
TUITION

All summer programmes are priced at 1000€ per course on campus (10% for those following a 2 course package i.e. 1800€).

It is also possible for students to “Mix & Match” courses and create a Hybrid program to meet their needs, following courses at one or all three of the different Kedge Campuses.

Tuition includes: all organisation and logistics, all course lectures, & workshops, course materials, certificate of completion, transcripts, 1 Welcome breakfast, 1 lunch and 1 group dinner, access and transportation to all social and/or business trips.

Not included in tuition fees: travel, insurance, accommodation, meals not expressly mentioned, optional extracurricular activities organised outside of the programme by student volunteers.*

(* The approximate cost for these activities is 50€ per 2-week package)

CONTACT US FOR MORE INFORMATION

VISIT OUR WEBSITE
student.kedge.edu/summer-school
Or write to us
MARSEILLE & PARIS
@ short-terms@kedgebs.com
BORDEAUX
@ short-terms-bordeaux@kedgebs.com

READY TO APPLY?

APPLY ONLINE:
shortterms.kedge.edu

ACCOMMODATION

TO TAKE FULL ADVANTAGE OF THE FRENCH CITY LIFE, KEDGE BUSINESS SCHOOL RECOMMENDS THAT STUDENTS TAKE LODGING IN AN "APPART-HOTEL" IN THE CITY-CENTRE.

Centrally located downtown, the residence hotels provide affordable and comfortable studio flats for 2 to 3 people equipped with private bathroom, kitchen, Wi-Fi, air-conditioning and weekly housekeeping, thus giving participants an ideal starting point to enjoy the city during the evenings and on weekends, while offering them the opportunity to cook their own meals and keep costs reasonable.

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

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

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

**MARSEILLE & BORDEAUX**
*SHARED ROOM* 30 - 45€ pp/night
*SINGLE* 60 - 90€ pp/night

**PARIS**
Please contact our team.
*SHARED ROOM* 50 - 70€ pp/night
*SINGLE* 100 - 140€ pp/night

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