

kedge.edu



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MARSEILLE
PARIS
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THE KEDGE INTERNATIONAL
SUMMER SCHOOL

2021 / MARSEILLE -
BORDEAUX - PARIS

AN OPEN
WORLD
STARTS
WITH AN
OPEN MIND

KEDGE
BUSINESS SCHOOL

KEDGE
BUSINESS SCHOOL

SUMMER
SCHOOL



WHO WE ARE

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 - KEDGEBS'S NATIONAL RANKING FOR MANAGEMENT RESEARCH PUBLICATIONS

+ 12,500 STUDENTS (28% INTERNATIONAL)

+ 183 CORE FACULTY MEMBERS (44% INTERNATIONAL)

+ 275 INTERNATIONAL ACADEMIC PARTNERS (SPANNING 5 CONTINENTS)

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

THE MULTI-CAMPUS ADVANTAGE

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 summer school programmes to suit all tastes, budgets and time-constraints.

Follow just 1 course on one Kedge campus, or take a Tour de France and follow as many as 6 different courses (30 ECTS credits!) between our different campuses in Marseille, Bordeaux and/or in Paris - and transfer those credits back to your home institution!

2021 SUMMER SCHOOL

EARN COURSE CREDITS YOU CAN TRANSFER TOWARDS YOUR DEGREE WHILE SPENDING THE SUMMER OF A LIFETIME IN EUROPE!

WHAT WE OFFER

23 DIFFERENT COURSES OFFERED

→ 5 ECTS credits / 30 hours per course

11 PROGRAMME PACKAGES

→ Each package is comprised of 2 courses

→ 2 to 4 weeks in duration per package

→ Classes organised Monday - Thursday on campus with a business trip or social activity organised every Friday.

OUR PACKAGE THEMES

1. Arts in France
2. Supply Chain Design & Management
3. Sports Marketing & Management
4. Design Thinking & Managing the Creative Process
5. Entrepreneurship (online)
6. Value Creation and Digital Marketing
7. Disruptive Technologies
8. Wine & Tourism in France
9. Social Entrepreneurship
10. Global Finance & International Business
11. Ethics in business & society and sustainable change

WHY CHOOSE KEDGE FOR YOUR SUMMER SCHOOL DESTINATION?

A completely flexible format unlike any other Summer School programme!

Follow 1 course compressed into a week or mix & match courses from different packages to create a hybrid programme that meets your needs.

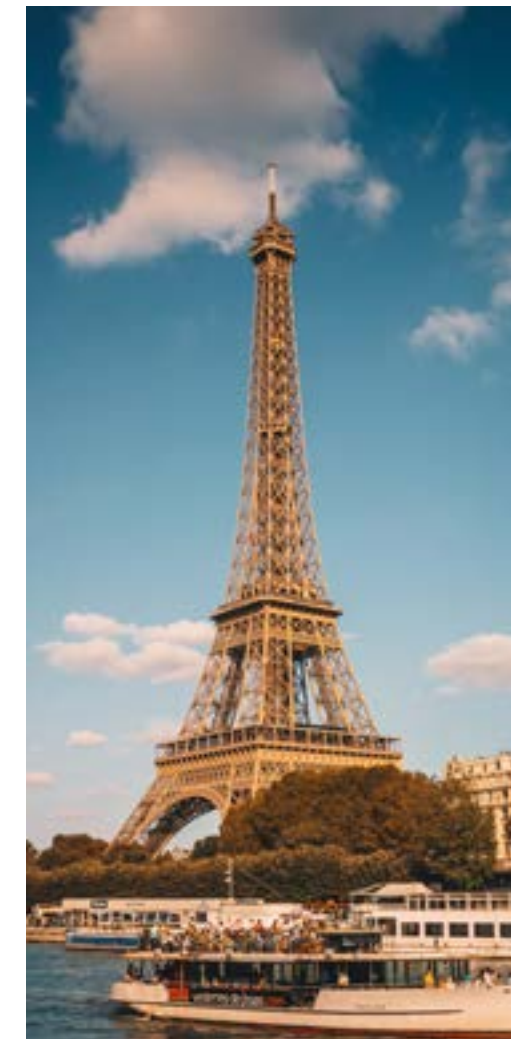
Plan your classes in a hop-on/hop-off basis between early-June and mid-July - numerous possibilities exist to build your own personalised Summer School programme!

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

→ Includes one business trip / social trip every Friday 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 rest of France and Europe.

→ Discover a new culture and create a rich international network of friends and future professional contacts.



FOR MORE INFO, CHECK OUT OUR WEBSITE AT:

**[STUDENT.KEDGE.EDU/
SUMMER-SCHOOL](https://student.kedge.edu/summer-school)**

TOP QUALITY BUSINESS COURSES...

11 PROGRAMME PACKAGES... COMPRISED OF 23 TOTAL COURSES (5 ECTS EACH)*

We offer a comprehensive programme for our international students, designed to maximise the benefits of their study experience in France.

** program may be subject to modification*

1. ARTS IN FRANCE (KEDGE PARIS)

COURSE 1
Arts & Heritage Management
June 14 - 18
6hrs per day AM & PM

COURSE 2
Cultural & Creative Industries
June 21 - 25

2. SUPPLY CHAIN DESIGN & MANAGEMENT (ONLINE PROGRAMME)

COURSE 1
Design of the Supply Chain
June 7 - 11
6 hrs per day, AM & PM

COURSE 2
Management of the Supply Chain
June 14 - 18
6 hrs per day, AM & PM

3. SPORTS MARKETING & MANAGEMENT (ONLINE PROGRAMME)

COURSE 1
Strategic Management
for Sports Organisations;
June 7 - 18
3 hrs per day, AM

COURSE 2
Sports Marketing
& Communication
June 7 - 18
3 hrs per day, PM

4. DESIGN THINKING & MANAGING CREATIVITY (KEDGE MARSEILLE)

COURSE 1
Managing the Creative Process
June 21 - 25
6 hrs per day, AM & PM

COURSE 2
Design Thinking
June 28 - July 2
6 hrs per day, AM & PM

5. ENTREPRE- NEURSHIP (ONLINE PROGRAMME)

June 14 - 25
COURSE 1
Business Model design for
entrepreneurs
June 14 - 17

COURSE 2
Leadership & communication
skills for entrepreneurs
June 21 - 24

6. VALUE CREATION & DIGITAL MARKETING (KEDGE BORDEAUX)

COURSE 1
Value Creation and Brand
Management
June 21 - 25
6 hrs per day, AM & PM

COURSE 2
Digital Marketing
for Entrepreneurs
June 28 - July 2
6 hrs per day, AM & PM

7. DISRUPTIVE TECHNOLOGIES & MODERN MANAGEMENT (ONLINE PROGRAMME)

COURSE 1
Business intelligence & analytics
12 July - 16 July
6 hrs per day, AM & PM

COURSE 2
Creating value with Disruptive
Technologies
July 19 - 23
6 hrs per day, AM & PM

8. WINE & TOURISM IN FRANCE (KEDGE BORDEAUX)

COURSE 1
The French Wine Industry
June 21 - July 2
3 hrs per day

COURSE 2
Oenotourism - Wine Tourism in
France
July 5 - 16
3 hrs per day

9. GLOBAL FINANCE & INTERNATIONAL BUSINESS (KEDGE MARSEILLE)

COURSE 1
OPTION A: Global Financial regulations
OPTION B: Managerial Cost Accounting
June 28 - July 9
3hrs AM

COURSE 2
International Business
A Mediterranean Perspective
June 28 - July 9
3 hrs per day, PM

10. SOCIAL BUSINESS, INNOVATIONS AND SUSTAINABLE ENTREPRENEURSHIP NEW IN 2021 (ONLINE PROGRAMME)

COURSE 1
Social business, territories
& innovation
June 21 - 25
6 hrs per day, AM & PM

COURSE 2
Sustainable entrepreneurship
June 28 - 2
6 hrs per day, AM & PM

11. ETHICS IN BUSINESS & SOCIETY AND SUSTAINABLE CHANGE (KEDGE MARSEILLE)

COURSE 1
Sustainable Development &
Corporate social responsibility
July 12 - 23
3 hrs per day, AM

COURSE 2
Ethics in Business and society
July 12 - 23
3 hrs per day, PM

WHAT OUR PAST STUDENTS HAVE TO SAY

“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.”

“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.”

AMAZING SOCIAL AND CULTURAL ACTIVITIES

PAST BUSINESS AND CULTURAL VISITS HAVE INCLUDED*

Our organised business visits complement the themes of the courses in each package, while the cultural excursions give you the opportunity to take in one of the most beautiful regions on Earth

** program may differ for 2021*

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)

- A trip to 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 in action with a Parisian based company visit
- Take in the sights 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 "Cit  du Vin" an experiential permanent exhibition center in the heart of Bordeaux

7. ETHICAL BUSINESS, DIVERSITY MANAGEMENT & DRIVING 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



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 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.”

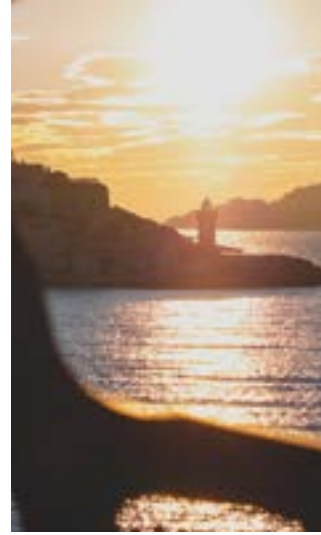


ABOUT OUR CAMPUSES



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.



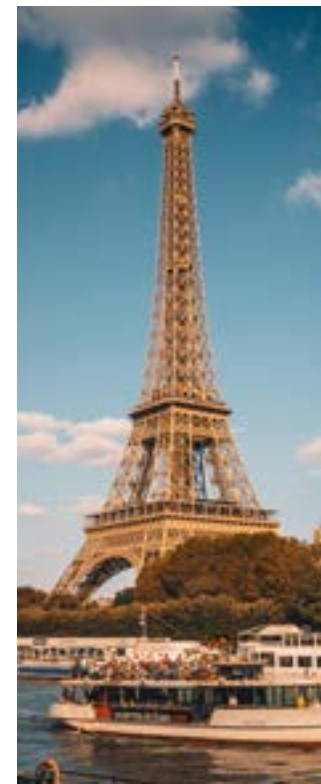
MARSEILLE

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!



AND WHEN THE CLASSES ARE OVER...

Kedge Business School student volunteers are involved in our International Summer Programmes which is an enriching aspect of our programmes. Students from our student organisations on each campus welcome our international participants on arrival and offer the opportunity designed to give our international guests an insider's experience of life in France - by day and night!*

EXAMPLE EXTRA CURRICULAR EVENTS & ACTIVITIES IN THE PAST:

- Beach parties and picnics
- Extreme tubing
- Evening hikes with a swim in the sea
- Nights on the town, touring the best clubs and

SIGHT SEEING/

- Trips to nearby towns and monuments
- Tours of the best student local addresses
- Group sports (football, rugby, volleyball...)
- And much more...

**Participation in extra-curricular events and activities are at the cost of those who wish to participate in addition to the programme tuition fees however, the students have designed this complementary programme to provide for a small budget!*



ACCOMMODATION

TO TAKE FULL ADVANTAGE OF 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.

These accommodation options are also perfectly located with direct access to the Kedge campuses by 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. See below for the approximate rates (Bordeaux & Marseille)*, not including breakfast (*rates vary according to the season, location and standing selected):

***MARSEILLE & BORDEAUX**

***SHARED ROOM**
30 - 45€ pp/night

***SINGLE**
60 - 90€ pp/night

***PARIS**

SHARED ROOM
50 - 70€ pp/night

***SINGLE**
100 - 140€ pp/night

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



TUITION

All summer programmes are priced at 1000€ per course (- 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 and even take courses at one or across all three of the different Kedge Campuses.

Tuition includes: all organisation and logistics, all course lectures, & workshops, course support material, 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 extra-curricular 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